**Prachi Hemendra Acharya**

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Portfolio can be sent if needed

**Professional Experience: 7 years**

1. **Fibre2Fashion Pvt Ltd**

Editorial Co-ordinator

August, 2016 - till today (2.5 years++)

Key Responsibilities:

* Co-ordinating with various brands’ media associates (Associations, PR agencies and media personnel from brands) for interviews and news for carrying on portal and magazine
* Preparing questionnaire and taking interviews (through email, telephonic, face2face)
* Editing news from the Press Releases received from brands
* Transcribing and editing interviews taken and publishing them online
* Writing articles and blogs
* Searching news from textile industry ranging from fashion, apparel, machinery, technical textile and much more
* Connecting with contributing authors for writing articles, checking the plagiarism and following up with them for modifying the plagiarized content
* Researching and writing blogs and articles
* Resizing the images for news through Photoshop software
* Uploading interviews and articles on portal with SEO and hyperlinks

Achievements:

* Have taken up 19 face2face interviews at 3 days event held at Gandhinagar
* Have taken up face2face interview of Mr. Madhusudan Bagheria, CEO, Filatex India Ltd
* Portfolio of the news and interviews can be shown if asked

1. **Writopedia Consultants Pvt Ltd**

Academic Content Writer and Blogger

March 2016 - August 2016 (Experience: 5 months)

Key Responsibilities:

* Writing content and projects from various academic level based on literature review of certain novella, poems and some other literature book.
* The project also involved historical concepts, art and culture, human psychology and philosophies with description.
* Online blogging on various themes decided on weekly basis (THC Labs) such as Clairevoyance, Science behind the Colors of Butterflies, Water Scarcity at Latur etc.

Achievements:

* Received a title of “Graphomaniac” on completing more than 50 projects in just one month at Writeopedia.

1. **Worked as News Contributor- Trainee** **at Sandesh Press - Digital Dept** from

September 2015 – October 2015 (Experience: 1.5 months)

* Wrote 10-15 news stories on daily basis for various beats like entertainment, sports, national, international with restricted words (360 words) limits and adding suitable picture with headline.

1. **Wits N Skills HRD Consultants**

Associate Consultant

March 2015 - August 2015 (Experience: 3 months)

Key Responsibilities:

* Screening and validating the candidates as per client requirement.
* Interacting with client and candidates and schedule an interview

1. **Royale Touche Laminates**

Asst. Manager – PR & Customer Relations

November 2013 - March 2015 (Experience:1.4 years)

Key Responsibilities:

* Attend visiting Architects & Interior designers at display center. Educate/explain them about laminates, other products and services.
* Explain & share views, usage, of the products with architects and interior designers. Share their views and suggest various applications and share new ideas with them as well as end customers & support them in final decision making; so as to close the sales.
* Updating data base and updating architects with new arrivals through monthly Newsletter.
* Worked as PA to director from November 2013 – March 2014 in the same company
* Look after his schedules, meetings, managing important communications, etc
* Correspond with the distributors across the country and making future plans.

1. **Masbee Services**

Editor Executive (Portal & Magazine)

July 2012 - October 2013 (Experience: 1.3 years)

Key Responsibilities:

* Edit & update online digital magazine “Plastics Daily” (Monday-Friday) with contents and latest happenings covering different aspects of plastic industry.
* Search, identify, edit and upload news related to Textile and Plastic industries from across the globe.
* Approach industry associations, CEOs, directors & decision makers from plastic & textile industries for providing knowledge based interviews.
* Draft questionnaires for an interview of dignitaries. Communicate with them, follow up for the replies and upload the same after due approval.
* Performing buyer/exhibitor mobilizations task for certain trade shows, events and exhibitions.

1. **Reliance Mart, Iskon Mall**

Junior Service Associate

August 2007 - June 2008 (Experience: 11 months)

Key Responsibilities:

* Demonstrate and install grab and go products viz., Laptops, Bluetooth, I-pods, home theatres and various home appliances.
* In charge of operability of all CDIT products on display and their maintenance.
* Educate customers in areas of operations and maintenance of consumer electronic, home appliances and IT products.
* Provide instant solutions to customers by undertaking repair of minor defects of above products. Guide them to service stations and procedures for major complaints.
* Operate on CRM (SAP) and seamless coordination with manufacturers for total customer satisfaction, post sales in terms of product demonstrations and repair issues.
* To train the CSAs with new equipment in store as well as market scenario.

**Education Qualification:**

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| --- | --- | --- |
| **Year** | **Degree/Diploma/Course** | **Board / University /Institution** |
| 2016 | Bachelors in Journalism & Mass Comm | Sikkim Manipal University |
| 2010 | Diploma Corp Comm & Advertising | Ahmedabad Management Association |
| 2009 | Diploma HRM | Ahmedabad Management Association |
| 2007 | Diploma EC Engineer | Gujarat University |
| 2004 | Certificate in Consumer Electronics | Gujarat State TE Board |
| 2003 | HSC | Gujarat State HSC Board |
| 2001 | SSC | Gujarat SSC Board |

**Extra-Curricular Achievement:**

* Completed ‘Creative Writing in Films and Media’ course from Ahmedabad Management Association and have been writing blogs and poems on Wordpress and Quora as well.
* Completed training programme in Digital Marketing from MSME-Technology Development Centre, Meerut

**Languages Known:** Gujarati, Hindi. English

**Hobbies:** Drawing, Music, Meditation & Yoga, Cooking, Writing blogs and poems

**Current CTC:** 3,36,000 lacs per annum