



COMMUNICATIONS PROFESSIONAL

SARASWATI TIWARI

GET IN TOUCH

Mobile: 8826279372

Email: saraswatitiwari23@gmail.com

Links:  

ABOUT ME

A communications professional with hands-on experience in various levels of corporate communication including product, internal, PR event management with exceptional content creation skills.

WORK EXPERIENCE

ASSISTANT EXECUTIVE : Honda 2Wheelers India Pvt Ltd | May 2018 – August 2019

External Communications : Product PR , Analysis of SIAM Reports for deriving talk points, Analysis of PR Output, Annual PR planning , PR Events for product launch & promotion ,Wrote Press Releases and Speeches for President & Directors for PR events, Media Management , Follow up on coverage traction. Worked on PR Strategy for #ActivIndia Campaign, Honda's first social activism initiative. Drafted tweets and video message content for Akshay Kumar & Taapsee Pannu, Brand Ambassadors of Honda.

Internal Communications : Solo in-charge of new internal magazine CANVAS from ideation to production , designing & writing newsletters , information dissemination to stakeholders via mailers, initiated employee engagement via Hues of Honda

FREELANCING

- Content Writer for MPower Global STEM Education : Wrote website content, script for video films (Jan 2018–June 2018)
- Freelancer for Randomly, a startup based in Gurgaon : Wrote on influencer marketing for their blog (June 2019–August 2019)

INTERSHIPS

- Freelance Journalist for DU based website Fuccha.in
- Digital Internship at P&G's AmbiPur Hawa Badal Do Marketing Campaign
- Campaign Associate for IIM-A's Scholars for Change Campaign for underprivileged children
- Content Creator for NGO BloodConnect

EDUCATIONAL QUALIFICATIONS

- PG Diploma in Advertising & Public Relations 2017–2018 from Indian Institute of Mass Communication, New Delhi
- Scored 73% standing in Top 10 among a batch of 70 students
- Ranked among Top 10 in All India Entrance exam taken by over 5000 students
- Master in Commerce 2016–2018 from School of Open Learning, University of Delhi | 64%
- Bachelors in Commerce (Hons) 2013–2016 | MotiLal Nehru College (Day), University of Delhi | 82%
- Class 12th | 2013 | 92%
- Class 10th | 2011 | 96% from Modern Academy Inter College
- Got 100% fee waiver for 2 years for being Topper of the School in Class 10th
- Won Times of India NIE award for exceptional academic record

EXTRA CURRICULAR

- Social Media & Event Manager for Media MahaKumbh Fest at IIMC
- Stage Anchor for Vimarsh Fest IIMC
- Head Coordinator of Commerce Society in MLNC
- Coordinator in Fine Arts Society Kritirang in MLNC
- Protagonist in Short Film Laal Utsav screened at Chitra Bharti Film Festival
- Stage performances – Singing & Anchoring
- Student of the Year 2011 at School
- House Captain at School
- State Level Winner of Essay Competition by AIYF

COMPETENCIES

- Content Creation
- Press Release
- Magazine Design Ideation
- Media Management
- Creative Writing
- Social Media Strategy
- Video Editing
- Script writing
- Event Management