

Education

Nottingham Trent University

2021 - 2024

BA (Hons) Media Communications and Culture

Graduated with a First Class Honours

Relevant modules: Advertising, Journalism and PR (Level 1 & 2), Lifestyle and Consumer culture, Communications and Creativity Toolkit, Media Practice and Production, Analysing Popular Music and the Future of Media Communications

Cygnus World School

Graduated May 2021

Commerce with Maths and Computers

Graduated with an overall grade of 91% in Mathematics, Business Studies, Accountancy, Informatics Practices (Computers) and English

Member of Student Council - House Captain (2019-20), House Vice Captain (2016-17)

Work Experience

Think Ink Communications

Nov 2024 - June 2025

Account Executive (Paid Position)

- Managed International and Hindi projects for PVR INOX Pictures and JioHotstar (formerly known as Disney+ Hotstar), driving PR strategies across media verticals.
- Supported global campaigns for titles including **The White Lotus S3, Daredevil: Born Again, Suits LA, The Last of Us S2, Mufasa, Conclave, Babygirl, Ballerina, among others.**
- Handled press junkets, media coordination, and interview management, ensuring seamless execution.
- Drafted and disseminated press notes, screener lists, nomination lists, and coverage reports, evaluating media exposure and outreach.
- Created strategic PR plans and explored innovative brand associations and collaborations for international releases in India.
- Built and nurtured long-term relationships with media stakeholders to strengthen industry presence.

Think Ink Communications/ Think Talkies

Sep 2024 - Nov 2024

Celebrity/Management PR Intern (Paid Position)

- coordinating and communicating with various media portals
- making coverage trackers/tracking trade media lists
- accompanying celebrities at various events (award shows, fashion events) and coordinating interviews
- creating, writing and pitching stories/articles/posts to media outlets
- assisting with accounts apart from celebrities (Artist, Travel Festival)

News on Stage: News on the Street

Apr 2024 - May 2024

Public Relations Assistant (Paid Position)

- creating and producing PR/marketing products such as press releases, event leaflet, event logo
- distributing leaflets and posters
- photography of the event, attending rehearsals, meetings and the post production event
- assisting directors with planning and preparation (venue and stage set up)

Nottingham Contemporary

Nov 2022 - March 2023

Internship - Response Placement

Team Representative for Launch and Distribution, Event and Stage Manager for the Launch Event

- coordinating meetings weekly and reporting updates to the internship supervisor
- coordinating with the cafe manager the details of the event including set up of the event
- stage managing the performances during the launch event
- organising the launch event - creating and organising props, script management and coordinating with the BSL interpreter
- social media marketing - creating social platforms for the event, advertisement through posters distributed, socials

Nottingham Trent University

Oct 2023 - May 2024

Student Ambassador (Paid Position)

Subject Ambassador on open days for Media Communications and Culture

- interacting with potential students and their guardians about the course
- actively participating in taster sessions to encourage students and aid course lecturers
- showcasing my portfolio in taster sessions and communicating the various projects undertaken

Nottingham Trent University

May 2023 - May 2024

Student Mentor (Paid Position)

- interacting with first years, providing a strong support system for new students joining NTU
- organising social events for them to interact and socialise with each other
- aiding with issues regarding academic work, university life and more

Nottingham Trent University

Oct 2021 - May 2024

Course Representative

- collecting feedback from students regarding the curriculum and modules
- actively participating in course/admin meetings, relaying the feedback to the course leader and committee
- providing solutions to the problems raised and communicating it back to the students

Certifications

Advertisement at Jagran Lakecity University

June 2020 - July 2020

Faculty of Journalism and Creative Studies

- Short online course

Honours and Awards

Vote of Thanks

- nominated by the School of Arts and Humanities at NTU to propose the vote of thanks at my graduation ceremony on the 11th of July 2024