

Diya Khera

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PROFILE

Results-driven PR professional with hands-on experience in entertainment, celebrity, and film/OTT communications. Currently pursuing an MA in Promotional Media at Goldsmiths, University of London (First Class Honours graduate from NTU). Proven track record managing high-profile international campaigns for PVR INOX Pictures and JioHotstar, executing press junkets, drafting strategic PR plans, and building lasting media relationships.

EDUCATION

Goldsmiths, University of London, UK Sep 2025 – Ongoing
MA Promotional Media: Public Relations, Advertising and Marketing

Nottingham Trent University, UK 2021 – 2024
BA (Hons) Media Communications and Culture — First Class Honours

Cygnus World School, India Graduated May 2021
Commerce with Maths and Computers — 91% overall

WORK EXPERIENCE

Think Ink Communications, Mumbai, India Nov 2024 – Jun 2025
Account Executive

- Managed international and local PR campaigns for PVR INOX Pictures and JioHotstar, driving strategy across broadcast, print, and digital media verticals.
- Led communications for major global titles including **The White Lotus S3, Daredevil: Born Again, The Last of Us S2, Mufasa, Conclave, Babygirl, Ballerina and Suits LA**.
- Orchestrated press junkets, media coordination, and interview logistics for UK and international talent.
- Drafted press notes, screener lists, nomination lists, and comprehensive coverage reports to evaluate media exposure and campaign ROI.
- Developed strategic PR plans and identified innovative brand association opportunities for international releases in the Indian market.
- Cultivated long-term relationships with journalists, editors, and media stakeholders to strengthen the agency's industry presence.

Think Ink Communications / Think Talkies, Mumbai, India Sep 2024 – Nov 2024
Celebrity & Management PR Intern

- Coordinated communications with leading media portals and entertainment journalists.
- Built and maintained coverage trackers and trade media lists to monitor campaign performance.
- Accompanied celebrities to high-profile events, including award shows and fashion events, coordinating on-site.
- Created, wrote, and pitched editorial stories and social content to target media outlets.
- Supported diverse accounts spanning individual artists and travel festivals.

News on Stage: News on the Street, Nottingham, UK Apr 2024 – May 2024
Public Relations Assistant

- Produced PR and marketing collateral, including press releases, event leaflets, and event branding.
- Managed event photography, attended rehearsals, and coordinated post-production activities.
- Assisted directors with full venue and stage setup, ensuring smooth event delivery.

Nottingham Contemporary, Nottingham, UK Nov 2022 – Mar 2023
Internship — Launch & Distribution Team Representative

- Served as Stage Manager for the launch event, overseeing performances and coordinating with a BSL interpreter.
- Led weekly coordination meetings with the internship supervisor and café manager on event logistics.
- Managed social media marketing: created event platforms, designed posters, and executed distribution campaigns.

UNIVERSITY & LEADERSHIP ROLES

Goldsmiths, University of London, UK

Oct 2025 – Ongoing

MA School Representative for Media Communications and Culture Studies (MCCS)

- Elected as School Representative for the MA cohort, acting as the primary liaison between students and the department on academic matters.
- Attend student and staff forums to gather and consolidate peer feedback on course structure, module delivery, and the overall student experience.
- Collaborate with faculty and programme coordinators to identify actionable improvements and communicate outcomes back to the student body.

Nottingham Trent University, UK

Oct 2021 – May 2024

Student Ambassador & Course Representative — Media Communications & Cultural Studies

- Selected as Subject Ambassador on open days, representing the Media Communications and Culture programme to prospective students and families.
- Served as Course Representative for the Media Communications and Cultural Studies department, advocating for student interests at institutional level.
- Showcased personal portfolio during taster sessions and communicated key module outcomes and career pathways.
- Collected and relayed student feedback on curriculum to course leaders and committees, proposing actionable solutions.

Nottingham Trent University, UK

May 2023 – May 2024

Student Mentor

- Provided holistic support to first-year students, aiding with academic challenges and university life transitions.
- Organised social events to foster peer connections and an inclusive student community.

Cygnus World School, Vadodara, India

House Captain (2019–20) | House Vice Captain (2016–17)

HONOURS & AWARDS

- International Postgraduate Scholarship — Partial Tuition Fee Waiver, Goldsmiths, University of London
- Goldsmiths Excellence Fee Waiver — awarded to First Class Honours graduates from UK institutions
- Vote of Thanks — nominated by the School of Arts & Humanities, NTU, to deliver the vote of thanks at the graduation ceremony (July 2024)

CERTIFICATIONS

- Advertisement — Faculty of Journalism and Creative Studies, Jagran Lakecity University (Jun–Jul 2020)

KEY SKILLS

PR Strategy & Campaign Management • Press Release Writing & Pitching • Media Relations • Entertainment & Celebrity PR • Film & OTT Communications • Press Junket Management • Coverage Tracking & Reporting • Brand Associations