

KAVERI PRIYAMBADA

BRAND CONSULTANT

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EXPERIENCE

Brand Consultant

Public Relations, Media Moments Insights Pvt. Ltd

March 2018 – Ongoing (11 months) Gurugram

- To generate content for media kits, pitch note, authored article; media mapping for brands within my domain
- To explore opportunity and generate key coverage in the media
- Creating quality level PR collateral for the Brand on a weekly basis
- To be part of the brain storming session and be proactive with new thoughts and ideas for the PR plan
- Media Relations - Exclusive media meets with leading journalists

INTERNSHIP

Media Moments Insights Pvt.Ltd

Public Relations Intern, Gurugram

December 2017 - February 2018

- Research support for the new business development
- To collate, analyze and evaluate media coverage
- To draft press release and FAQs

Tell-A-Tale Media Pvt.Ltd

Media Production Intern, Mumbai

April–May 2017

Working under the director of the production house. I developed the skills of Tele Continuity Record, planning and managing shoot costume of the artists and editing from the Director's POV.

Tech Mahindra

Content Management Intern, Hyderabad

October–December 2016

- Proofreading, Authored article and content scheduling
- Ideated featured and Blog images for the blog posts

All India Radio

News Service Division, Summer Intern, New Delhi

May–June 2015

- Newsreel - Prepared capsules and voice dispatches
- News selection, News bulletin, Re-writing, Editing, Pool
- Talk Unit - Volunteered interview of Power and Coal Minister - Mr. Piyush Goyal held at AIR

LIFE PHILOSOPHY

'Dedicated and recurring efforts are the stepping stones towards success.'

ACHIEVEMENTS



Gold Medalist

Best Outgoing Mass Comm. Student of Patna University



Byline in the leading media

Entrepreneur India, BW
BusinessWorld, Deccan Herald



Research Paper

My paper on Adaptation of Shakespearean Movies into Drama was presented in College with Potential Excellence at Patna University

SOFT SKILLS

Hard-working

Eye for detail

Team Work

Learning Potential

Problem Solving Abilities

Flexibility

TECHNICAL SKILLS

Script writing

Report writing

Comprehensive Research

Blog posts

Keyboard skills

MS-Office

EDUCATION

B.A. in Journalism, Patna Women's College

2014 - 2017

Patna, Bihar

Communicative English with Media Studies
CGPA - 9.02/10

Intermediate

D.A.V Public School

2012- 2014

Patna, Bihar

CBSE - 66%

PROJECTS

- Film Studies
Analysis of 5 Foreign Language Films, which included, The Lives of Others, The Song of Sparrows, Rashomon, City of God, The Motorcycle Diaries
- Documentary
Soul Exchange, Based on Mother's Day - by J.B. Priestely, Worked as an Assistant Director and Camera Person
- Video Production
A short short film on 'Growing-up'

DECLARATION

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above mentioned.

📅 Date - 23.02.19

📍 Place - New Delhi

COURSES

- Print Journalism
- Public Relations
- Video Production
- Film Studies
- Photo Journalism
- Radio Production

INTERESTS

- DIY's
- Exploring
- Dancing
- Internet Surfing
- Outdoors
- Photography
- Origami