

Krishna Parekh

PUBLIC RELATIONS
PROFESSIONAL &
CONTENT WRITER



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PERSONAL PROFILE

A strategic communications professional with critical thinking ability. Experienced in managing crisis communications with an expertise in content generation for traditional and digital mediums

PROFESSIONAL EXPERIENCE

Assitant Account Manager | Adfactors PR

April 2016 - Present

MARQUEE CLIENT LIST

- Entertainment - Times Network
- Education -- Global Indian International School, Singapore
- BFSI -- Fincare Small Finance Bank | Eximius Ventures
- Corporate -- Tata International

KEY RESPONSIBILITIES

- *Client Servicing*
Managing clients across sectors like Corporates, Education, BFSI , Healthcare and Entertainment
- *LEAD -- Content Generation*
ThoughtLeadership Articles | Spokesperson Quotes | Articles and Inputs on Trends and Industry Developments | Blogs | LinkedIn Posts | Brand Campaigns
- *Strategic Communication & Advocacy*
Ringfence the brand reputation and maintain the share of voice amongst competitors at all times
- *Media Relations and Crisis Management*
Develop media relations for leadership profiling and brand communication. Ensure immediate management of crisis and mitigate risks, if any

HOBBIES & INTERESTS

- Love reading fiction; murder mysteries and thrillers
- Like watching different styles of content to draw inspiration
- Watching out for new trends on social media channels
- Learning to cook different cuisines
- Interested in traveling to unexplored places in India

PERSONAL SKILL SET

- Sincere
- Team-Player
- Research-Oriented
- Client-Centric
- Agile

ACADEMIC BACKGROUND

PGPM in Marketing

2014 -2016 | ICFAI Business School, Mumbai

Certification

Post Graduate Certificate Course from Social Media Marketing | MICA

AWARDS & ACHIEVEMENTS

- Winner of Adfactors Decathlon
- Award for successful Client Retention