

Parama Dasgupta

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Experience Summary

Currently pursuing my passion for writing. I have had the good fortune to be associated with few of the most popular websites as a freelance content writer and have an experience of about four years. I have close to six years of work experience in public relations. I have been with some of the prominent PR agencies and have got the opportunity to work closely with several clients across verticals. Over the years I have made good contacts—both in print and electronic media. Besides handling the media relations, I have earned good experience in media strategy and client consultation.

I have benefited from understanding the industry from different vantage points. I did my Bachelor's in Sociology from the University of Delhi and a post graduate Diploma in Public Relations from Bhartiya Vidya Bhawan, Delhi.

Achievements

I have recently gotten myself published in an international magazine after securing a position among the top 5 finalists in an annual international story writing competition.

Value labs

Content writer for the US based digital advertising firm

Urbancocktail.com (Grabhouse.com)

To generate informative and engaging contents for their website.

Newlovetimes.com

To generate engaging, informative and fun content for the E-mag.

Awsmhuh.com

To generate fun and informative reviews about the various applications that the company makes and to improve and increase public awareness about the client's products.

Campus2naukri.com

To generate energetic and engaging content for the young crowd who are looking for a job or want more information on the latest education news and trends and opportunities.

The Grand, Vasant Kunj, New Delhi

Leveraged coverage with several print, electronic and digital media outlets. Handled crisis management for the client.

BCCI

Launched their T-20 tournament. Got a wide coverage in the media. Times of India had mentioned "The best and most professionally handled press conference for BCCI. Kudos to the PR team"

Essar Telecom

Worked on projects like the launch of “the Mobile Store” of Essar Telecom. Ensured 100 % media attendance for the launch. Got coverage in all print media and electronic media. Did post event follow-ups by advising the client to keep organizing events as teasers to get maximum publicity.

DCB

Stopped a negative story that was scheduled for print in the Financial Express. Got Mr. Shubhomoy Bhattacharya (the then resident editor) to have an interaction with the MD and managed to get a positive story out of it.

Zuri Group of Hotels

Organized an elaborate fam trip (familiarization trip) with the key hospitality magazines and key hospitality shows on the major news channels. Strategized and pitched different angles to target all story opportunities to feature Zuri.

Kerala Tourism

Strategized a publicity event for Kerala Tourism in Delhi. Ensured 100% media attendance for it. Did post event client consultations and planned follow-ups.

NCDEX

Successfully executed activities like one-on-one interactions between the client and some key reporters.

Organizing presentations, conferences for select media meets etc. Handled all crisis situations. On the day of a press conference there was some strike. None of the journalists were able to make it to the event, while the management of NCDEX was there. I arranged my colleagues to pick up and drop the journalists in their own vehicles.

La Perla

Organized a mega event to celebrate and publicize their first steps in India. It is the largest lingerie brand from Italy. Organize Page 3 parties to celebrate the launch of their first store in India. Ensure coverage in all the major magazines. Single handedly managed all consultations with the client. Ensured the client was in the news at all times.

Work Experience

April 2013 to Present

Freelance content writer

Key Responsibilities

- Content creation for websites
- Proofreading

July 2012 to January 2013

Senior Image Executive, Perfect Relations

Key Responsibilities

- Client servicing
- Media Relations
- Authoring articles, press releases, pitch notes and other regular documentations
- Managing press events
- Ideating and developing campaign plans

March 2010 to February 2011

Senior Account Executive, Corporate Voice | Weber Shandwick

Was based with their Delhi branch

Key Responsibilities

- Client servicing
- Media Relations
- Co-ordinate with management for issue escalations
- Understand client requirements and define key deliverables
- Plan events, and coordinate with various vendors
- Track and liaison with clients for periodical business prospects
- Handle prototype development and proof of concept

March 2007 to February 2009

Account Executive, Ad Factors PR

Was based with their Delhi branch

Key Responsibilities

- Client handling
- Media relations
- Media strategizing
- Client consultation
- Handling press conferences and planning events
- Team co-ordination

January 2006 to August 2006

Intern, Mileage communications

Key Responsibilities

- Co-ordinate with management for issue escalations
- Understand client requirements and define key deliverables
- Plan events, along with coordinating with various vendors

Qualifications

- BA (Honors) Sociology, Delhi University, Delhi, 2004
- Diploma in Public Relations, Bhartiya Vidya Bhawan, Delhi, 2005
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IT Skills

- Proficient with MS Office, Internet and basic applications
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Languages Known

- English, Hindi and Bengali
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Personal Information

- Date of Birth: 10 February, 1983
- Father's name: Dr. P.S. Dasgupta

The above furnished information is true to the best of my knowledge and belief.

Parama Dasgupta