



AKHILA PRADEEP

EDUCATION

Christ University,
Bangalore (2019-2021)
Masters in Advertising and
Corporate
Communication

Symbiosis Centre of
Media and
Communication, Pune
(2015-2018)
Bachelor of Arts (Mass
communication)
Specialization: Public
Relations and
Advertising
CGPA: 7.2

Our Own English High
School, Sharjah
XII (CBSE): 87.25 %
(Humanities)
X (CBSE): 7.2/10 - GPA

PERSONAL DOSSIER

Corel Draw
Photoshop
Microsoft Office
Basics of SEO, Google
Adwords, Social Media
Marketing

Languages: Proficiency in
English, Malayalam
and Hindi

D.O.B. 03.02.1997

Visa type: Resident Visa

PROFESSIONAL OBJECTIVE

To build upon and enhance my professional skills in a reputed and dynamic organization that gives me the opportunity to evolve in a professional manner.

EXPERIENCE

Events, Social media, administration & Marketing Co-ordinator
dubaiONdemand, Dubai |July 2018 - December 2018|

Event support: contacting PR companies and clients to sponsor events, brainstorming ideas for events, support managing design elements for events, support managing guest lists & support for events as required. Sourcing locations when required, ideas for filming when required and by bringing new suggestions to meetings. Generating new leads for work, contacting potential clients, attending client meetings, attending networking events. Preparing proposals and pitches for new projects. Supporting with idea generation and proposal writing for potential clients for Ti22 Films and dubai ON demand. Assist with the continuous development of systems, rate cards and processes for the company.

Social Media: handling by content writing for posts, insights curation, content management, create a regular publishing schedule, Administrate the creation and publishing of relevant, original, high-quality content, engagement strategy, measure and analyse to establish ROI. Capturing behind the scenes on shoots and meetings or when required. (mainly focussed on Instagram only)

Adminisration and production: internal office requirements and communication, data handling, influencers managing, prduction assistant, Manage phone calls and correspondence. Assist colleagues whenever necessary, casting call for shoots, client follow up etc.

Academic/ Program Advisor
Eaton Business School, Sharjah |May 2018 - July 2018|

Place outbound calls to the leads shared, explain the course details, delivery patterns and program benefits . Achieve the monthly assigned targets and prepare necessary reports related to the assigned target. Obtain support for programs both within department and community acting as student's advisor and mentor. Try to make informal out-of-class/office contacts to underscore personal interest in the student as an individual. Interpret and provide rationale for institutional policies, procedures, and requirements.

CONTACT

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INDUSTRY INTERNSHIP

Social Media Developer

Westbrook Interiors, Dubai |October 2017 - November 2017|

Worked as a social media developer for the interior based company, by activating and improving their social media presence. Helped management in their HR duties for hiring and recommendation of employees.

DEVELOPMENT SECTOR INTERNSHIPS

SETHU, Goa |October 2017 - November 2017|

Organised a fund raising event for the NGO, helped in documentation and assisting therapist and other administration work

CHILD RIGHTS & YOU, Bangalore |May 2016 - June 2016|

Organising a campaign (Ride for Rights) sponsorship, scheduling meetings, administration work, online form designing etc.

Smartlife, Dubai |October 2017 - December 2017|

Editing animated videos in different language, survey for newspaper articles and script translations for videos

PROJECTS

JIO TWEETATHON

One day event, Social Media Promotion via Twitter, brand awareness.

GRUB FEST, PUNE

Two day event, Above the line Promotion, Accounts and Event management.

WORLD DHABA, PUNE

Managing and controlling of events and stalls, crowd management and MC assistance.

POSITIONS HELD / ACHIEVEMENTS

1ST PRIZE FOR DANCE COMPETITION IN VAIVIDHYA

Cultural Event of Symbiosis.

1ST PRIZE FOR BOLLYWOOD GROUP DANCE COMPETITION IN SYMPULSE 2017 AND 2ND PRIZE FOR SYMPULSE 2018.

Inter-College Cultural Competition.

MEMBER OF PRODUCTION TEAM | DZMA 2016

The profile included working for the production department.