



# Anjana Anand

## PR & COMMUNICATIONS PROFESSIONAL



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[Anjana Anand](#)



Dubai

A media and communications professional with 7+ years of combined experience in public relations, corporate communication, media, digital marketing and client servicing sectors. Experienced in developing internal and external communication strategies for international brands. Currently looking out for opportunities in any of the above mentioned sectors where my skills can be utilized to its potential.

### ACHIEVEMENTS

- Played a major role in the organic and substantial growth of 89.4 Tamil FM's social media pages (From 6K followers to 35K followers in a span of one year on Instagram)
- Articles written by me have been published in prestigious English dailies such as 'The Hindu' and 'New Indian Express'
- I have gained the trust of the South Indian population in UAE through my regular news updates in the past two years

### AREAS OF EXPERTISE

- Public Speaking
- Sales Pitches and Presentations
- Social Media Management
- Building Marketing Communication Strategies
- Content Writing
- Crisis Management
- Event Management

### TECHNICAL EXPERTISE

- MS Word
- MS PowerPoint
- Designing on Canva
- Basic video editing

### PERSONAL INFORMATION

- Date of Birth: 20th September, 1991
- Languages Known: English, Hindi, Tamil, Malayalam & Telugu
- Marital Status: Married
- Visa Status: Employment Visa

### WORK EXPERIENCE

#### DIGITAL PR MANAGER, CONTENT WRITER, & RADIO PRESENTER

##### 89.4 Tamil FM | Dubai | April 2018 – May 2022

- Creating innovative digital content and constantly increasing the audience engagement for the Facebook, Instagram, TikTok & YouTube pages of the station
- Developing creative presentations for sales pitches, keeping the client and their image in mind
- Writing content for the station's website, PR articles and media briefs
- Prime-time radio presenter and face of the station. Hosted the show 'Get Set Go' from 8 AM to 10 AM on weekdays
- A social media influencer with 126K Followers on Facebook, 14K Followers on Instagram and 40K Followers on TikTok

#### DIGITAL MARKETING EXECUTIVE & RADIO PRESENTER

##### Radio City | Chennai | May 2016 – Aug 2017

- Responsible for writing and creating attractive social media content for the station
- An integral member of the idea generation team for on-ground brand engagement activities
- Hosted the prime time radio show from 7 AM to 11 AM on weekdays
- Face of the station – represented the station at various corporate events and award functions

#### SENIOR ACCOUNT EXECUTIVE

##### Edelman | Chennai | April 2014 – March 2016

- Day-to-day PR account management of clients in the technology, corporate as well as the automotive verticals
- Strategizing and developing client-ready content (pitch notes, press releases, briefing documents etc.,)
- Facilitating cross-functional coordination to develop solid integrated marketing communication campaigns

### EDUCATION

#### SYMBIOSIS INTERNATIONAL UNIVERSITY

##### MBA in Communication Management | Jun 2012– April 2014

GPA: 3.34/4 (Student of the year award winner)

#### AMRITA UNIVERSITY

##### B.A. in Mass Communication & Journalism | July 2009 – May 2012

GPA: 8.8/10 (University First)

# CAREER MILESTONES

ANJANA ANAND (RJ SAKHI)

## BRAND ASSOCIATIONS

Below mentioned are a few brands in UAE with whom I have associated for their radio/digital marketing /on-ground promotions.



## CLIENT SERVICING PORTFOLIO

I have worked with the below mentioned brands in India as a Senior PR Executive, offering end-to-end PR services and client management.



## EVENT HOSTING EXPERIENCE

I have hosted prestigious shows in India and UAE. Below mentioned are a few of them.

- Rockstar Anirudh concert at Expo 2020
- Sharjah International Book Fair (Chief Guest - Ms. Kanimozhi Karunanidhi)
- Pondicherry Investors Meet (Chief Guest: V. Narayanasamy)
- Magic of Fusion (Performed by: Indian Percussionist Mr. Vikku Vinayakram & team as well as Mandolin Sri. Rajesh)
- Yuvatvam - a dance recital (Presided over by: Dancer Ms. Chitra Visweswaran & Singer Ms. Aruna Sairam)
- Voice of Coimbatore (First music reality show in Coimbatore)



## ONLINE PRESENCE & PORTFOLIO

### SOCIAL MEDIA PROFILES



RJ Sakhi



rj\_sakhi



rj\_sakhi

*\*Icons are hyperlinked*

### CONTENT SAMPLES & PORTFOLIO

Click on the below link to access my writing samples:

[ANJANA's DIGITAL PORTFOLIO](#)

### OTHER INTERESTS & EXPERIENCE

- Organizing press conferences
- Conceptualizing Events
- Interviewing celebrities and experts from various fields