



SHRIYA SEHGAL

PROFILE

Journalism & mass communication graduate seeking for reputed position to contribute my skills and abilities to gain professional growth while nurturing my analytical and technical skills to operate efficiently in field allotted. Specialization in events handling with focusing on PRO.

CONTACT

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SKILLS

- Strong Customer facing skill.
- Ability to present and persuade in articulate fashion.
- Knowledge of all types of events.
- Strong motivation and influential skill Enthusiasm for new events providing great services.
- Team leadership.
- Basic Computer Skills.
- Strong interpersonal and presentation skills.
- Ability to cooperate with people
- Great leadership skills, able to prioritize and delegate tasks
- Quick learner and good grasping abilities
- Desire to continually update my knowledge

WORK EXPERIENCE

Media Coordinator, 11/2023

Data Analytics

- Monitored, analyzed, and reported on the performance of all social media activities using analytics tools.
- Created content calendars to ensure timely delivery of posts, campaigns, and promotions on various social media platforms.
- During election campaigns, Collecting, analyzing, and managing data to support strategic decisions using basic data analytics tools.

Event Planner, 11/2019 -

Tiara Wedding Planner

- Consult with Clients to determine objectives and requirement for events such as meetings, conferences and conventions
- Coordinating services for events such as accommodation and transportation for participants, facility, catering, hospitality, displays, special needs requirement, printing and event security
- Maintain records of events aspects, including financial details
- Confer with staff at a chosen event site to coordinate details
- Monitor event activities to ensure compliance with applicable regulations and law, the satisfaction of participants, and fast resolution of any issues that may arise
- Conceptualization & launch innovative development and implementation of marketing strategies to ensure profitability.

PRO, 10/2018 - 09/2019

Color Flex

- Interact with customers and the General public, in person and through social media providing information about business and creating post on different platform to attract attention
- Establish and control all aspect of press conferences to maximize exposure and ensure public image
- Create relationship with community representatives and strengthen the relationship as much as possible
- Answer enquiry clients have, providing information clearly and accurately
- Establish a marketing strategy and put a plan into action, ensuring the entire marketing team is working together toward one goal.

PROJECT HANDLED

- **Kapil Sharma wedding Events.**
- **Photographic events.**
- **Audio Advertisements.**
- **Promotion of local lipstick brand.**

Event Coordinator, 10/2017 - 05/2018

Eventing India

- Delivered coordination and assistance for organizing 100+ events annually, including handling location permits, catering, logistics and decor
- Take care of the complete event coordination process, from selecting to promoting the event to potential attendees
- Serve as an ambassador for the company and regularly attend event planning conferences
- Act calmly during adverse and unexpected • circumstances
- Maintained a live database of upcoming events
- Remained available for clients 24 hours a day and seven days a week during the month leading up to events
- Contacted caterers, sound and lighting experts, transportation specialists and similar service providers to ensure services could be offered on specified dates.

Marketing Manager, 09/2016 - 09/2017

Sanjay Karate School

- My responsibilities include online promotion regarding school
- To prepare presentations for displaying school in other schools and colleges for martial arts
- Maintaining good communication skills with schools and colleges interacting with us
- Monitoring and guiding students with good and bad touch by giving them real examples
- Helping students and their families by teaching them self-defense techniques through events
- Preparing workshops with minimal cost for every age group.

EDUCATION

- **Master of Journalism and Mass Communication, 12/2023**
DAV College - Amritsar
- **Bachelor of Journalism & Mass Communication, Journalism,**
12/2017 DAV College - Amritsar

EXTRACURRICULAR ACTIVITIES

Crew member of India Got Talent. Organized photography booths in university cultural festivals. Show organizer of Great Indian Laughter Challenge. Seminar for RSETI (Rural Skill Employment Training Institute). Declamation Contest.