



PROFILE

Professional and certified public relations & media specialist with 4+ years of experience in PR, marketing planning and execution, social media marketing and event management.

NATIONALITY

Indian

CONTACT

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SHARLIN ROY

EXPERIENCE

ACCOUNT MANAGER, ACTION GLOBAL COMMUNICATIONS-BAHRAIN

14.02.2016– 9.04.2020

Tasks done include press release development- distribution- monitoring, crisis management, media relations & event management. In addition, providing input for new business development.

Clients dealt- Ahli United Bank, British Airways, Sabre, Bahrain Society of Engineers, MANGO, Cyprus Tourism Organisation, PayTabs, Saxo Bank, PIE International, Bangladesh Embassy, Cathay Pacific, Dilmunia, Sadeem, Armani Exchange, Falcon Capital, GetBaqala, Bahrain Chamber of Commerce & Industry and BlackTap.

CLIENT SERVICING INTERN, WIZCRAFT INTERNATIONAL PVT LTD- HYDERABAD

27.10.2014– 10.12.2014

Tasks done include liaising requirements of the client with the vendors, onsite supervision on the day of the event. Part of a brainstorming session for new business.

Clients dealt- Microsoft, Pernod Ricard and Novartis

PR INTERN, LOWE LINTAS & PARTNERS, LINOPINION- MUMBAI

30.04.2014– 30.06.2014

Tasks done include press release development, monitoring and preparing coverage report. In addition, carried out research work for new business pitches.

Clients dealt- Sony PlayStation, Wadhwa Group and Poddar Developers

ADMINISTRATIVE INTERN, MIGRANT WORKERS PROTECTION SOCIETY- BAHRAIN

17.11.2013– 17.12.2013

Carried out administration as well as social works for the society.

COACHING INTERN, ALIA FOR EARLY INTERVENTION- BAHRAIN

13.05.2013– 23.06.2013

Worked on preparing teaching material for autistic children as well as extended efforts to reach out for sponsorship for the center.

COACHING INTERN, TEACH FOR INDIA- PUNE

19.11.2012– 21.12.2012

Educating under- privileged children and organizing activities for the school.

PROFESSIONAL SKILLS

- Content development
- Social media content and strategy development
- Event management
- Research and analysis
- Team management

SOFTWARE SKILLS

- MS Word
- MS Powerpoint
- MS Excel
- Adobe Photoshop

PERSONAL TRAITS

- Organised
- Attention to detail
- Team player
- Ideation oriented

EDUCATION

BACHELOR'S IN MEDIA STUDIES, SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATIONS- UG, PUNE, INDIA

2012 - 2015

Specialized in Public Relations & Event Management with CGPA: 2.936/4

Achievements during this period:

- Administrative Coordinator from 2014-2015 for Symbiosis International Student Council
- Pravasi Bharatiya Divas- 2014 in New Delhi: Attended the conference as an NRI from Bahrain and a student from Symbiosis International University.
- Jugaad- 6.09.2014: An initiative by the Public Relations & Event Management Batch of 2015, SIMC-UG. Social Media Head and part of the sponsorship team. Produced creative design content for print and online.
- Symbiosis International Students Day- 30.07.2014- 31.07.2014: Part of the organizing committee

CBSE CLASS 12, INDIAN SCHOOL BAHRAIN

2011 - 2012

Grade- 66.6%

Achievements during this period:

- Indian School Bahrain Student Council Member, 2011- 2012

CBSE CLASS 10, INDIAN SCHOOL BAHRAIN

2009 - 2010

CGPA- 7.4/10

ACTIVITIES

- Community Manager for Valopay, a Bahraini Fintech startup launched in 2015 for buyers and sellers on Instagram. Major task to reach out to merchants and pitching at accelerator programs.
- Asian Women's Rugby Championships 7's Tournament: Liaison Officer for the UAE Team from 5th- 8th October 2012.
- Green Ganesh: An initiative of the Rotaract club of Kalyaninagar. Tasks done here include documenting and generating creatives for the campaign which was from 21st- 25th 2012.
- Ruby Hall Clinic blood donation camp: Volunteered on 20th September 2012 which involved inviting people to come forward and donate blood.
- Worked as an Art Director for a university short film.
- Event coordinator for a private event held at Al Wadi Palace, Kingdom of Bahrain