

Resume

Shreemayee Panda

Public Relation Officer (Till 28th Feb, 2013)

AuroIN India Ltd.

Mancheswar Ind. Estate, Bhubaneswar

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Career objective

Assume an engaging position at a reputed company as the Public Relation Officer, to utilize my well furnished skills and contribute to the betterment of the organization as well.

Present occupation.

I have been bearing the responsibilities as the Public Relation Officer, at AuroIN India Ltd, since 1st Dec, 2011. I do:

- develop contents for publications, brochures, hoardings and other outdoor mediums
- coordinate with brand imaging efforts
- take care of its statewide CSR activity
- prepare media strategies for publication and meetings as well and media liaisoning
- manage Employee Engagement Activities

My dexterity is also diverged to many other fields like:

- Content writing (In-house & Clients' websites)
- Taking care of social media management of in-house website (E-PR), updating company website and other allied jobs
- Virtual communication training of Sales Consultants

AuroIN India Ltd. has acquired the reputation as one of the largest Search Engine Optimization service providers in the world. As the pioneer of SEO industry in Odisha, it

has deciphered the concept to many and I am one amidst all. I am well tacit with the concept and in a position to handle it.

Previous occupation:

At Kanungo Institute Diabetes Specialties (the largest Multispeciality Diabetes Hospital in Eastern India), as the PRO I had taken PR responsibilities along with the followings:

- Translating and preparing content for Odia book and booklets
- Handling institutes media presence through designing media campaigns, organizing press conferences and events.
- Time to time updating the company website
- Appointed as the Joint Editor for a bimonthly Health Magazine

Experience

I have started my career as a PR Executive from Sutra Advertising and Positive Relations. My responsibilities included tracking and monitoring of news, preparing daily synopsis of news items, preparing weekly, monthly and yearly analysis for clients like UNICEF, Vedant, Airtel & NRHM. Minimizing negative news of the clients in media.

Qualification

- M.A in Mass Communication (2006-08) from Berhampur University, Orissa- was declared the university topper.
- B.A (2006) first class degree from Berhampur University
- HSC (2001) first class

Present address

Rangadhar Panda

Plot No: 486/2175(A), Kanan Vihar, Ph II, Patia

Bhubaneswar - 753101

I can opt adaptability, patient, hard work, sense of responsibility, cooperative and team working capability as my strengths.

Shreemayee Panda

Dt: 04.03.2013