

MUSKAN SINGH

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PR AND EVENT MANAGEMENT

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SUMMARY

I am an independent and self motivated graduate with event planning and management skills. Team player with an eye for detail. Results oriented professional with experience in corporate sponsorship, creative services, and crisis communication. Frequently praised as proactive by peers, i can be related upon to help your team achieve in goals.

EDUCATION

National Institute in Mass Communication

Bachelor's Degree in Journalism and mass communication
2017 - 2020

Asian Academy of Film and Television

Masters in Public Relation and Events
2021 - 2023

SKILLS

- Public and Media Relations
- Communication
- Ability to work independently and as part of a team
- Guest Reservations & Arrangement
- Event Planning & Coordination

IN HOUSE EVENT PROJECT

- Managed backstage work of global film festival, organized at Marwah Studios, Noida in December 2021.
- Managed Asian Premier League Sports Event ,organized by Marwah Studios, Noida.
- Managed various in-house events like Bollywood, Viraz-mahotsav held in the fields of entertainment and festivals.
- Organized Futurist Event conducted in june 2022, on latest future marketing trends in the field of PR and Event industry.

PROFESSIONAL EXPERIENCE

Public Relation Executive

Smiling Circle | 2022 - June 2023

- Managed relationships with key industry influencers and journalists to ensure maximum exposure for client initiatives.
- Monitored news coverage related to clients to gauge effectiveness of PR efforts; provided reports on results.
- Evaluated effectiveness of PR activities through metrics such as website traffic, earned media impressions.

Event Coordinator

The Wedding Birds | 2018 - May 2020

- Consulted with customers to determine objectives and requirements for events, such as meetings, conferences, and conventions.
- Processed and reconciled vendor and staff invoices, check requests and expense reports.
- Coordinated services for events, such as accommodation and transportation for participants, facilities, catering, signage, displays, special needs requirements, printing, and event security.

Event Management Intern

Azaad Parinde | 2017- Jan 2018

- Organized registration of event participants.
- Compiled and analyzed feedback from attendees to improve future events.
- Prepared comprehensive post-event reports detailing successes and challenges.
- Arranged availability of audio-visual equipment, transportation, displays, and other event needs.