

PRAGYA KEDIA

TELEPHONE +91 9643186317
EMAIL pragyakedia48@gmail.com

LINKEDIN URL <https://www.linkedin.com/in/pragya-kedia-a23088170/>

“Intelligence plus character is the ultimate goal of education.”

ABOUT ME

- Goal-driven and highly motivated aspiring educator.
- Dedicated to creating engaging lessons and committed to fostering a supportive learning environment for learners' academic growth.
- Outstanding communication & interpersonal skills.
- Energetic Team Player with ability to take decisions independently.
- TEFL/TESOL certified from Asian College of Teachers

WORK EXPERIENCE

HAKUHODO INTERNATIONAL INDIA

- Global Integrated Marketing Solutions Company (Japanese MNC)
- Worked as an *ACCOUNT EXECUTIVE - CLIENT SERVICING*
- March 2021 - August 2022
- Accounts handled - Maruti Suzuki India Limited & NEXA
- Primary point of contact between the agency and the client
- Internal & external coordination with the various departments, teams, vendors & clients via email communications, face-to-face meetings & telephone calls
- Conceptualizing business strategy and providing strategic recommendations to clients.

EDUCATION

TEACHING ENGLISH AS A FOREIGN LANGUAGE (TEFL CERTIFICATION)

- Dec 2024
- ASIAN COLLEGE OF TEACHERS (ACT)
- SPECIALIZATION IN BUSINESS ENGLISH

POST GRADUATE DIPLOMA PROGRAM IN COMMUNICATION (PGDPC)

- 2019-21
- SPECIALISATION IN MARKETING COMMUNICATIONS - ADVERTISING & PUBLIC RELATIONS
- DELHI SCHOOL OF COMMUNICATION (DSC)
- NEW DELHI, INDIA

BACHELORS IN JOURNALISM AND MASS COMMUNICATION (BJMC)

- 2016-19
- VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES (VIPS)
- GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY (GGSIPU)
- NEW DELHI, INDIA

ST. MARKS SENIOR SECONDARY PUBLIC SCHOOL

- 2016
- INTERMEDIATE - CBSE
- NEW DELHI, INDIA

PRACTICUM & INTERNSHIPS

MSL GROUP

- Digital Marketing/Public Relations Intern
- June-August 2020
- Public Relations Agency
- Tasks - Maintaining Online Reputation Management, Content writing, Research, Social media marketing, Client Servicing, Pitch presentations, content ideation, maintaining content calendars, Building strategy for topical content and moment marketing.

LEXICON PR AND CORPORATE CONSULTANTS

- Public Relations Intern
- Nov-Dec 2019
- Tasks - Content writing, Media Pitching, Media mapping, Going for media rounds, Competitive Analysis, Researching, updating Media list.

BRAND FACTORY (NOW FASHION FACTORY)

- Human Resource Intern
- Dec 2018
- Multi-brand fashion discount retail chain by Reliance Retail
- Tasks - Organizing workshops and training sessions for employees, Activated staff welfare initiatives.

LOKTANTRA TV

- Digital Journalism Intern
- June-July 2018
- Hindi YouTube News Channel
- Covered events and political rallies in Delhi for official YouTube channel of Loktantra TV.

HINDUSTAN TIMES

- Content Writing Intern
- July 2017
- Wrote content on their online educational portal - HTCampus.com

OTHER RELEVANT WORKS

- Assisted in a Market Survey Project with PR Agency WEBER SHANDWICK for Vedanta Group (2020)
- Completed Curriculum For Living from Landmark Worldwide (a 6-month Professional & Personal Development Course)
- Conducted a research for Bharat Bill Payment System in collaboration with YAAP Digital Pvt Ltd as a part of Final Dissertation Project in Post Graduation - 2020
- Wrote a Research paper as a part of Undergraduation Final Project - Digital scope of marketing Handicraft Items - 2018

SOFT SKILLS

- English Facilitator
- Effective Communicator
- Time Management
- Leadership Skills
- Problem Solver
- Collaboration
- Quick Learner
- Creative Outlook
- Adaptable
- Proficient in MS Office
- Presentation Skills
- Conflict Resolution
- Work Ethics
- Interpersonal Skills

HOBBIES

- Reading
- Writing
- Travelling
- Yoga