

SHEFALI SIROHI

PUBLIC RELATIONS EXECUTIVE

CONTACT

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EDUCATION

Indraprastha College for Women ,
Delhi University

- BA (hons) Multi Media and
Mass Communication

GD Goenka Public School ,
Gurgaon

- All India Senior Secondary
Certificate (CBSE)

SKILLS

- ENGLISH PROFICIENCY
(Written) Advanced
- ENGLISH PROFICIENCY
(Spoken) Advanced
- INDIAN SIGN LANGUAGE
(ISL)
Beginner
- ADOBE PHOTOSHOP
AND ILLUSTRATOR
Beginner

WORK EXPERIENCE

ACCOUNT EXECUTIVE

GOODWORD MEDIA SERVICES PVT LTD

JULY 2023-PRESENT

- Managed high-profile client accounts, including **Le Creuset, Ladurée, B77, and Art Magnum.**
- Worked on art , culture and literary events including **Art of India , Jaipur Literatur Festival , India Art Fair and Ananda,** a musical drama directed by **Muzaffar Ali,** written and produced by **Nelofar Currimbhoy** and narrated by **Kabir Bedi**
- Handled art shows including **Himmat Shah and Raghu Rai** as well as **Princess Vaishnavi Kumari of Kishangarh .**
- Managed several art shows for **Art Magnum Gallery** including **"Atypical Corollaries"** a collection from the **fine arts school of Baroda , the late Suhaz Roys** work from a private collection as well as **"The Millennials"** curated by **Rakhi Sarkar .**
- Wrote articles including on various events including **Royal Fables ,** India's most authentic platform showing royal India.
- Took care of **PR** as well as **Social Media** for **Snowpure Ghee - www.instagram.com .**

INTERNSHIPS

PUBLIC RELATIONS INTERN

SPARK PR AND COMMUNICATIONS

JANUARY 2023

- PR for the **Jaipur literature Festival 2023** Invited and managed the media with **Edelman** and **Teamwork Arts .**
- Drafting Press Releases for **JLF** Attending and covering events
- Creating and curating social media content Working on Media Tracking and Coverage reports

Portfolio Link

- Directed and Edited a **Documentary** film about Taboos around Tattoos titled "**Forbidden Ink**"
- Created and Worked on a **Mock Male Centric Body Positivity Campaign**
- Created a **Mock Website** on Wix titled "Wikiwoof"
- Worked on a **Mock Integrated Marketing Campaign** for the hair care brand "Anveya".
- Wrote a **feature story** about Manzuri Wellness PVT LTD, titled "**Accepting the Unaccepted**"
- Wrote a **research paper** titled **Breaking Barriers: A Study of Disability Inclusion at Delhi University**
- Painted a **Mural** for the College Centennial Celebration.
- Created **Illustrations** for the Department Magazine, mise en scene 2022, on the theme "Through the Looking Glass."
- Mental health **article**, published in Department magazine- Mise-en-scene

PROJECT INTERN AT CULTURE MACHINE MEDIA PVT. LTD

SEPTEMBER 2021-NOVEMBER 2021

- Learnt and implemented Content marketing, paid advertising, digital advertising, and digital marketing
- Worked with top content strategists and creators in order to upload content to platforms on Hotstar and Instagram.

INTERN AT RAINSHINE GLOBAL

NOVEMBER 2021-DECEMBER 2021

- Worked and edited scripts .
- Wrote synopsis for above mentioned edited scripts
- Wrote and edited high-quality content and visually impactful programs under deadline pressure

SPORTS MANAGEMENT INTERN AT PROSPORTIFY

APRIL 2018-JULY 2018

- Pro Wrestling league 2018
- Worked on product development and client outreach while also gaining hands-on experience of the behind the scenes of a highly televised sports league

CERTIFICATIONS

- **Business Writing** course taught by the University of Colorado
- **Modern art and Ideas** taught by the Museum of Modern art
- **Digital Marketing** course with MyCaptain
- **Spanish A1.1** Level Diploma
- Pearl Academy summer internship program in Media and Communication
- **Writing and Editing:** Word Choice and Word Order taught by the University of Michigan

VOLUNTEER- LEADERSHIP EXPERIENCE

- **Sports Captain** for GD Goenka Public School, sec 48, Gurgaon
- Student Volunteer, The wingspan School
- **Student Volunteer**, The Earth Saviours Foundation
- **Volunteer** at Limitless Stree: Women Empowerment Program
- **Core PR and Graphic Team Member**, Lights-Camera-Action, 2022 at Indraprastha College for Women, University of Delhi