



Anyesa Deogharia

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Skills & Proficiencies

- MS Office Suite
- Adobe InDesign
- Quark Express
- Adobe Lightroom
- MailChimp
- Creator Studio
- Brandwatch

Education

- M.A Mass Communications (2020-2022) St. Xavier's University, Kolkata
- B.A Journalism & Mass Communications (2017-2020) Shri Shikshayatan College, Kolkata
- Class XII, ISC (2017) Carmel School, Durgapur
- Class X, ICSE (2015) Carmel School, Durgapur

Languages

- English
- Hindi
- Bengali

Additional Information

- Member of college Film Society (Xinephile)
- Designer in the Editorial team of college Newsletter (Xpression).
- **Hobbies & Interest :** Trained dancer in Kathak, Movie and TV series enthusiast.

About Me

I hold a Master's degree in Mass Communications, specializing in PR & Marketing. Currently, I am working as a digital media professional at Infovision. With a strong desire for extensive client interaction, I aim to utilize my exceptional communication and strategizing skills to deliver impactful results. Additionally, I am enrolled in an Executive Certificate Program in Strategic Digital Marketing Applied Analytics from IIM Vishakhapatnam.

Work Experience

InfoVision Inc.

Digital Media Executive (Aug 2023 – Present)

- Worked extensively for **Bristol-Myers Squibb (BMS)**, a US pharmaceutical and Fortune 100 company.
- Created comprehensive social media analytics reports.
- Authored thought leadership articles for the leadership team.
- Performed extensive market and social media research.
- Utilized tools such as Meltwater, Brandwatch, and Gephi for analytics and insights.
- Developed marketing collaterals for various brands in the beauty, auto-mobile and pharmaceutical industries.
- Managed influencer marketing campaigns for clients like Energizer.
- Oversaw PR strategy for the launch of an AI tool.

BrandingArea (PR and Marketing Firm)

Senior. PR Executive (Dec 2022 – Aug 2023)

- Developed and executed effective Communication strategies.
- **Media Tracking** (Tracking of the news based on certain clients, industries, spokesperson, keywords, etc.).
- Managed media relations.
- Content development (Drafting articles, pitch decks, and press releases).
- Event planning, Press Conferences.
- Strong research capabilities utilized to analyze market trends, consumer behavior, and competitor activities, enabling the development of strategic approaches and tailored PR campaigns.
- Experience across diverse segments, including Technology, B2B, D2C, Education, Automobile, and Start-ups.

N.Ranga Rao & Sons Pvt. Ltd.

Communications Manager (June 2022 – November 2022)

- Create communication and marketing strategies for new products, launches, events, and promotions.
- Creation and development of **Online advertising, Email marketing.**
- Website management and content development.
- Work with different marketing departments to generate new ideas and strategies.
- Support the team in specific media, social media, and advertising needs.
- Creation of monthly content calendars for all Social media platforms.
- Interview eminent personalities for video production.

Certifications

- Executive Certificate Program in Strategic Digital Marketing Applied Analytics, IIM Vishakhapatnam. (*Ongoing*)

Internships

- TVwala Media: "Krishanu Krishanu" (*zee5 web series*)
- WB Government: Ad shoots on Organ Donation
- ABP News
- UnMa (Cosmopolis'21 Event)