

YASHI AGRAWAL

CONTACT

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Address: Agrawal Product Company Near Bhajrangkhada Badiyakheri.

EDUCATION

2020- 2023

Prestige Institute of Management and Research, Indore.

B.A in Journalism and Mass communication.

Before 2020

Billabong High International School, Bhopal.

SKILLS

- Excellent Communication.
- Creative Writing.
- Event Sales.
- Budget Development.
- Content Strategy
- Social Media Marketing.
- Good at Time Management.
- Problem Solving.
- Celebrity Management.
- Proficiency in hospitality systems.
- Public Relation.

PERSONAL PROFILE

I am an experienced professional with a proven track record in the job market, currently contributing my expertise to an event company. As I look to further develop and diversify my career, I am seeking an exciting new opportunity that challenges me and allows me to apply my skills in a fresh context. I hope to learn and gain experience while also advancing the goals of the organization through my work and communication abilities.

JOB UNDERTAKEN

WIZCRAFT ENTERTAINMENT AGENCY

Brand Activation

October 2023

- I serve as the primary point of contact for clients, maintaining open lines of communication to understand their needs and preferences for each event.
- I conceptualize innovative ideas and creative concepts for brand activations, ensuring that each activation effectively communicates the brand's message and values.
- I focus on creating exceptional guest experiences by paying attention to details such as seating arrangements, signage, and hospitality services, ensuring that guests feel welcomed and valued.

MY CITY EVENTS INDIA COOPERATION.

Event Coordinator.

June 2023

- Communicate well when working with clients to understand their needs and when coordinating with teams to carry out events successfully.
- Experience in managing personnel, leading event teams, and efficiently delegating duties.
- Dedication to giving participants a satisfying and memorable experience while taking into account their requirements and preferences.

Social media accounts

- Instagram id of The PIFF - piffindore
- Instagram id of The Blunt- thebluntoffical
- Instagram id of Indori Artist- indori_artist
- Instagram id of Indore Lit. Fes.- indorelitfest
- Instagram id of Prestige Media- media.prestige

I have also received a certificate for participating as a volunteer in **Social Media** during the **PIMR 17th International Conference**.

INTERNSHIP UNDERTAKEN

The Blunt.

PR Intern & Content Writer

June 2022

- Assist with the planning of marketing events, write media releases and newsletters, and update social media pages.
- Making the PR plan for the media house and working accordingly.

Indori Artist

Social Media Management

January 2022

- Developed marketing content such as blogs, promotional materials and advertisement for social media.
- Analyzed and made reports for social media and online marketing campaign results.

ASSIGNMENTS UNDERTAKEN

Prestige International Film Festival

Director of PIFF 2023 Council.

7th-9th April, 2023

- From event financing to event planning and execution it was my responsibility.
- Oversee the success of the event with a team of 200 people.
- I was also in charge of inviting artists and celebrities.

Artist Manager

24th-27th March, 2022

- Managed all the celebrities' day to day schedules.
- Coordinate with all the media houses.
- I assisted them through out the event.

The 17th Pravasi Bharatiya Divas

8th-10th January, 2023

- I was into the management of all the Government and foreign delegates.
- I was also the part of Internal executive team.

Indian Institute of Management Indore

Volunteer for The Indore Municipal Corporation

- I had successfully volunteered the Ivory Coast senior official delegates.
- The program was under ITEC Ministry of External Affairs.

Young Thinkers' Conclave

Volunteering in Stage Management

- I upon Ensuring there is a smooth stage production.
- I was responsible for ensuring that all cues are executed on time within the predetermined script parameters.

Indore Literature Fest

Volunteering in Hospitality

26th-28th November, 2021

- Delivered exceptional level of service to each customer by listening to concerns and answering questions.
- Maintained excellent attendance record,consistly arriving to work on time.
- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.

Prestige Media Digital Coordinator

Talk with Celebs

- Interviewed celebrities and conducted a talk show with them.
- <https://youtu.be/RNIA5SMIG6U>
- <https://youtu.be/hfkCBpObbKg>

The Evening Show

- Worked as a content creator, hosted a talk show with a season of 6 episodes.
- With good communication skills and confidence invited many guests/ speakers for the show.
- https://youtu.be/_He9sqLuqic

Head of content

- In charge of producing and editing all of the material for the various social media channels.
- Development of content for many platforms, including Facebook, YouTube, and Instagram.
- Efficiently managed teams and projects.