**RESUME**

**VANI SHARMA**

**H/NO: F9/1464, GALI NO 1 , TANDON NAGAR, Batala Road, Amritsar**

**, Amritsar.**

**Amritsar- 143001, Punjab, India**

**E-mail: vani.panesar@gmail.com**

**Contact no. (M) 8054620697.**

**WORK FOLIO**

**CURRENT WORK PROFILE:**

**Rock ITS (2017- ongoing)**

Working as web Advertising and Public Relations Coordinator

**The Key Job Responsibilities include:**

**Job portfolio:**

* Research, select and plan online events such as online campaign and online promotional events to increase company brand awareness
* Develop corporate brand positioning and messaging ideas throughout various marketing activities specially with online surveys, focus groups, and online analytics
* Assist Marketing management team in establishing and strengthening brand management for clients
* Act as main external contact with public relations and external stakeholders in relation to clients product branding and marketing information and inquiries, especially for their new products and services
* Responsible for marketing communications and public relations activities for all product and services
* Write, proofread and edit content for various marketing activities for clients companies including their website, email campaigns, advertisements, and attractive messages to increase their social media presence with help of keywords
* Collect information and statistics on your assigned product line target audience and competitors

**PAST JOB PROFILE:**

**DAV College, Amritsar (2014-2017)**

Katra Sher singh,

Amritsar

Worked as Assistant professor for Journalism and Mass Communication in DAV College. DAV College is a leading college in India offering annual, semester and all vocational courses for Arts, Medical, Non-Medical and Commerce Streams. The College is Accredited A+ by NAAC, CPE Status conferred by University Grants Commission.

**The Key Job Responsibilities include:**

**Job Portfolio**: Guiding and providing regular lectures to students of Masters and Bachelors classes with complete workload as suggested under guidelines of GURU NANAK DEV UNIVERSITY.

**BBK DAV College, Amritsar ( 2013-2014)**

**Lawrence Road, Amritsar**

Worked as Assistant professor for Journalism and Mass Communication in DAV College . DAV College is a leading college in India offering annual, semester and all vocational courses for Arts, Medical, Non-Medical and Commerce Streams. The College is Accredited A+ by NAAC, CPE Status conferred by University Grants Commission.

**The Key Job Responsibilities include:**

**Job Portfolio**: Guiding and providing regular lectures to students of Masters and Bachelors classes with complete workload as suggested under guidelines of GURU NANAK DEV UNIVERSITY.

**PROFESSIONAL AND PERSONAL ATTRIBUTES:**

* Ability to visualize.
* Ability to work within team
* Ability to guide students and help completing their projects with help of other practical methods.
* Communication & Presentation skills
* Creativity, Sensitivity, Reliability, Tact & Confidence

**ACADEMIC QUALIFICATION:**

* Passed Matriculation from CBSE Board in 2006.
* High Schooling from P.S.E.B Board in 2008.
* B.A with vocational subject Mass communication& Video Production from G.N.D.U Amritsar in 2009-2011.
* MJMC (Masters in Journalism and Mass communication From GURU NANAK DEV University in 2011-2013.

**COMPUTER AWARENESS:**

* Exposure to Computer Language C++.
* Knowledge in Windows Operating Systems
* Working Knowledge ofMS Excel, MS Word, MS Power Point & Internet

**WORK EXPERIENCE:**

* More than 3 year experience in ROCK ITS ( SEO Based international company)
* 3 years experience as Assistant Professor in DAV College for women, Amritsar.
* 1 year experience as Assistant Professor in BBK DAV College for women, Amritsar.

**ACADEMIC ACHIEVEMENT**

* Received Scholarship on merit basis in 12 Th from Punjab state education board.
* Bagged merit position in all four semesters in Graduation degree.
* Secured first position in college for all four semesters in MJMC.
* Awarded medals for top position in all four semesters during Master Degree from university itself.
* Received the Appreciation and Award from Narad Samiti( vishv sanvad Kendra) for being best journalism candidate based on Academic qualification and merit in MJMC
* Received a certificate of merit for working as press person with Shann PR, A Chandigarh based PR company for a international 2 day trade fair CII.
* Member of college report writing team that reported for different events and functions of the college.

**HOBBIES:**

* Traveling
* Listening to Music
* Writing

**PERSONAL DETAILS:**

* **NAME** : - Vani Sharma
* **GENDER** : - female
* **D.O.B.** : - 7 September, 1989
* **MARITAL STATUS** : - Married
* **FATHER’s NAME** : - Mr. Varinder Panesar
* **MOTHER’s NAME**  : - Mrs. Sadhana Panesar
* **HUSBAND’S NAME** :-Mr Nitin Sharma
* **NATIONALITY** : - Indian
* **LANGUAGES** : - English, Hindi & Punjabi

**Declaration:**

I hereby declare that the information furnished above is true to the best of my knowledge.

Place: Amritsar Vani Sharma