

ANAMIKA PANDEY

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PERSONAL STATEMENT

A passionate and high performing Brand campaigner with 14.5 years of experience in areas of developing long term and sustainable Brand Strategies and driving Media Relations for brands of various segments such Food & Beverages, Breweries, Real Estate, Hospitality & Fashion.

Expertise in driving the CSR agenda with measurable social impacts involving internal and external stakeholder. A leader by influence to Organize, Motivate teams and Individuals for continuous improvement and inculcate a proactive approach to achieve customer satisfaction with great quality of service. Highly skilled in multi-channel campaign management, and making use of digital communications and media partnerships and content production.

Excellent communication skills both written and verbal to engage and understand Business leader as well customers.

WORK HISTORY

KHIND Middle East

Dubai, UAE

Jan 2020 - Present

PR & Marketing Manager

- Manage Brand Strategy & lead Brand communication for KHIND Middle East.
- Lead Public Relations & Marketing agencies to help them understand the Brand values and build Brand Equity.
- Strategic planner for New Programs, Projects and innovating branding techniques.
- Using Digital communications, media partnerships and content production to deliver brand communication.
- Lead multi-channel communication strategy by using Brochures, Catalogue, Leaflets, Display stands & Signage for increase community reach.
- Overall responsibility to manage key Stakeholder(Internal & External).
- Leading the promotional activities various Retail and Social Media platforms.

Danube Group

Dubai, UAE

Sep 2017 - Dec 2020

Group PR & Marketing Manager

- As a Group PR Manager, I handled the content strategies for Corporate Portal, Newsletter, Social Media platforms.
- Focal point for the Company's CSR initiatives in the geography and building relationships with community partners and key stakeholders.
- Handled media mileage for Danube Welfare Center, Danube CSR Wing with measurable social impacts.
- Actively involved in developing and executing CSR programs as well as conducting periodic program reviews to assess outcomes and effectiveness.
- Involved in promoting employee volunteering initiatives in coordination with internal stakeholders
- Managing the PR & Social Media of Founder & Chairman of the Group, Mr. Rizwan Sajan.
- Using Creative ways to enhance Mr Sajan's Social presence and community reach by managing his Social Media, Talk Shows and Web presence.
- Inspired and led the Operations team to successfully re-launch FILMFARE MIDDLE EAST MAGAZINE in the UAE.
- Managed multiple project in various verticals of the Group such as Danube Properties, Danube Home & Danube Building Materials.
- Preparing and Presenting key Reviews to Business Leaders.

Pulse 360

Dubai, UAE

May 2016 - Sep 2017

PR Consultant

- Insight-led strategy and big idea development to deliver brand communication for esteemed brands such as RAK Hospital, Bourn Hall Clinic, Sumansa Exhibitions LLC.
- Handled project during for Ramadan Night Market, Indian Property Show & Dubai Property Show.
- Strategic planning, Analysis and Project management brands across multiple segments.
- Achieved company objectives by leveraging and engaging with internal as well as external resource at my authority.

Eulogy PR

Bangalore, India
Sep 2013 - Dec 2015

PR Pundit

Bangalore, India
Oct 2010 - Sep 2013

Mutual PR

Mumbai, India
Oct 2010 - Sep 2013

Account Manager

- Lead cross-functional team for brand development by driving the agenda, engaging the management and mobilizing the relevant resources.
- Research & Analysis of Business developments across all segments.
- Stakeholder Management, and engagement with Senior Business Leaders for discussion on business strategy and performance reviews.
- Directed and Co-ordinated marketing activities and policies to promote brands and services.
- Managed all Internal & External communications including Brand Comms, Crisis Management.
- Worked with brands like Crowne Plaza, Brigade Hospitality, Cigar Conexion, Signature Whiskey, Soul Space and Frederique Constant.
- Managed to onboard above brands to generate revenue of more than INR300K per month.

Media Consultant

- Identifies value propositions and key messages for all of the company's marketing campaigns.
- Worked with leading FnB brands like Coffee Bean and Tea Leaf, Copper Chimney, Gelato, Italiano, Spaghetti Kitchen.
- Strategic shaping of the brand narrative for United Breweries Ltd for their Beers brands Kingfisher Premium & Strong.
- Deployed a multi-channel, long term campaign for The Landmark Group handling brands like Lifestyle, Nautica, Debenhams Gloria Jean's Coffees.
- Engaged with customer with creative and sustainable ways to promote the media events for Clients like NDTV, Wills Lifestyle, Peter England.

Account Executive

- Designing of the annual PR Calendar and strategic execution of activities to achieve the PR Goals for IT and Retail clients namely Kenexa, Yahoo, Tesco and Howard Storage Word.
- Responsible for daily client servicing as primary point of contact for client's programs.
- Leveraging press contacts to generate media visibility amongst the target audiences.

QUALIFICATIONS

International School of Business & Media

Pune, India
2008 - 2010

Makhanlal Chaturvedi National University

Bhopal, India
2005 - 2008

MBA in Communication Management

Major in Public Relations

Bachelor of Science in Electronics Media Studies

Major - Electronics Media Studies

TECHNICAL SKILLS

- Building Media and Public Relationships
- Brand Strategy & Communication Planning
- Digital Media Platform
- Budgeting and Resource Allocation
- Agency Management
- CSR and Sustainability Practices
- Stakeholder Management
- Brand Analysis and Project Management

PERSONAL SKILLS

Self Motivated & Managed

Work with minimal supervision and ability to stay calm under pressure and resolve urgent issues.

Effective Leader

A leader by influence to effectively manage Team. Excellent Team player with exceptionally Strong at building relationships.

Highly focused

Highly focused towards customer satisfaction with great quality of service.

Analytical Skill

Exceptional ability to analyze the data and business priorities. Strong diagnostic and problem-solving skills.

Innovation and Positive Attitude

Ability to take up challenge and find a positive way for actions. Innovation at the core of services to create exciting ways to engage.

Communication

Exceptional verbal and written communications skills. Ability to manage innovative communication to create value added brand perceptions.

Agile/Adaptable

Easily adaptable to situations. Can embrace change and have high resilience.

ACHIEVEMENTS

FILMFARE MIDDLE EAST MAGAZINE

2018

Inspired and led the team to successfully re-launch the FILMFARE MIDDLE EAST MAGAZINE in the UAE.

Employee of the Year

2018

Awarded Employee of the year in Daube Group in 2018 for exhibiting innovation and sustainable practices in Public and Media Relations.

REFEREES

Referees available on request.