



SHAHANA SHERIN P

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CAREER OBJECTIVE

To secure a promising, successful and challenging career in a reputed organization where my knowledge and skill can be effectively applied, enabling me to explore myself fully and realize my full potential.

WORKING SKILLS

- Communication Skill
- Leadership
- Organizational Skill
- Creativity
- Initiative
- Problem-Solving
- Presentation Skill
- Collaboration
- Negotiation & Budgeting
- Multitasking

Personal Details

Age : 26

Address :

Dubai Investment Park - 1

Dubai – UAE

Marital Status: Single

Nationality : Indian

Visa Status

3 Month Visit Visa

Expire Date: 05/03/2022

(Will be extended)

EDUCATION

MA JOURNALISM AND MASS COMMUNICATION

YEAR- 2015-2017

BHARATHIAR UNIVERSITY, COIMBATORE, TAMILNADU, INDIA

BA JOURNALISM AND MASS COMMUNICATION

YEAR-2012-2015

D.G.M.M.E.S MAMPAD, KERALA, INDIA

WORK EXPERIENCE

MSCARLET THE CREATIVE MANAGEMENT, KERALA

PRO cum HR ADMINISTRATOR

Nov 2019 – Nov 2021

- Develop PR campaigns and media relations strategies.
- Collaborate with internal departments such as sales, purchase, printing & production, HR, creative department, accounts, corporate event and maintain open communication with senior management.
- Execute the schedules and assist MD in planning appointments, board meetings, conferences and client meets
- Organize PR events and corporate events for clients
- Communicate with other parties and close the deals professionally.
- Handle confidential documents ensuring they remain secure.
- Media relations management (online, broadcast and print).
- Background in researching, writing and editing promotional publications such as brochures, credentials, newsletters, lab journals and social media presentation.

LANGUAGES

- English
- Malayalam
- Tamil

HOBBIES:

- Movies
- Chess
- Social Media

STRENGTH AND ACCOMPLISHMENTS

- Self-motivated and hardworking
- Ability to work in a team
- High trustworthy, discreet and ethical
- Strong analytical and problem solving skills

- Crisis Management
- Corporate Client Relations
- Monitoring and quality check of printing & production activities.
- Proposal presentation for corporate clients

AD&WAY THE MARKETING PROFESSIONALS, KERALA PUBLIC RELATIONS OFFICER & EXECUTIVE SECRETARY

Nov 2017 – NOV 2019

- Corporate communication with both internal & external public.
- Take care of marketing work and associate with all other advertising activities.
- Prepare presentations and reports as assigned.
- Corporate Event Management.
- Inter-Department work coordination.
- Purchase Management of advertising display products.
- Recruitment and staffing.
- Prioritize and edit all outgoing and incoming correspondence.
- Corporate reputation management.
- Resolves employee grievance redressed procedures.
- Plan and implement new marketing strategies.
- Lead brain storming sessions
- Worked as an **Assistant Professor** at MIC Arts & Science College , Malappuram, Kerala (July 2017 – Nov 2017).
- Worked at Perfect Relation (Public Relation Company) as an **Internee** from December-2016 to January-2017.
- Worked at Mathrubhumi (Malayalam Newspaper) as an **Internee** from May-2016 to June-2016.

CORE AREA RESPONSIBILITIES

- Well confident in journalism field.
- Independently handling all the admin works related to an organization.
- Supervision and co-ordination of staffs.
- Well as public relation and good decision maker.

REFERENCE

As per the request it will be provided.

DECLARATION

I hereby declare that above mentioned information given is true.

Place: Dubai
Date: 21.02.2022

SHAHANA SHERIN P