



# MUSKAN BALI

## MEDIA GRADUATE

### CONTACT

☎ 8146405500

✉ muskanbali2425@gmail.com

### EDUCATION

CHRIST UNIVERSITY,  
BANGALORE (2021-24)

- BA in Mass Communication, Psychology and English

ST. KABIR PUBLIC SCHOOL,  
CHANDIGARH (2019-2021)

- AISSCE: Humanities ( XII CBSE)

SACRED HEART SR. SEC.  
SCHOOL, CHANDIGARH  
(2007-2019)

- AISSCE ( X CBSE)

### SKILLS

- Leadership
- Social Media Management
- Creative writing
- Marketing Management
- Problem Solving
- Public Speaking
- Public Relations
- Digital Marketing
- Advance Excel
- Technical writing

### LANGUAGES

- English
- Hindi
- Punjabi

### PROFILE

Upcoming Mass Media graduate from Christ University Bangalore, I excel in leadership, Public Relations, Journalism, content creation, Digital Marketing, and team management. With adept speaking abilities and a knack for networking, I aspire to carve a prominent niche as a compelling media personality, shaping the industry's landscape.

### WORK EXPERIENCE

- **Mamabee LLC USA** JULY 2023- OCT 2023  
Public Relations Manager
  - Successfully managed media relations, crafted press releases, and orchestrated strategic PR campaigns for various clients.
  - Fostered positive relationships with key stakeholders, organized press conferences, and handled crisis communications effectively, ensuring the client's brand reputation remains intact amidst challenges.
- **Brand-comm Bangalore** May 2023- July 2023  
Public Relations Intern
  - led initiatives to establish and enhance the brand image through targeted messaging, storytelling, and integrated marketing campaigns. This involved developing brand guidelines, creating engaging content across multiple platforms, and managing brand consistency across all touchpoints.
  - Implemented brand awareness strategies, monitored brand sentiment, and conducted market research to drive brand growth and recognition.
- **Shethepeople TV** April 2023- June 2023  
Journalist Intern
  - My responsibilities included researching, fact-checking, and writing articles on a diverse range of topics, with a focus on issues relevant to women and gender equality.
  - I conducted interviews with prominent figures and experts, gathering insights to enrich our news coverage. Additionally, I monitored breaking news stories and provided timely updates to keep our audience informed
- **Asiana Times** July 2022 - August 2022  
Journalist Intern
  - I researched and crafted engaging articles that explored topics such as cuisine, fashion, travel, entertainment, and societal trends within the Asian community. Collaborating closely with editors, I ensured that my articles were well-researched, informative, and aligned with the publication's editorial standards.



## PUBLICATIONS

- Wrote a Research paper on the influence of parental response on the social and mental well-being of the LGBTQIA+ community.
- Authored "The Silent Road," a published book by Notion Printing Press, Chennai.
- Penned a non-fiction self-help book titled "Ticket to Happiness," also published by Notion Printing Press, Chennai.
- Contributed an article to the Bangalore Mirror newspaper addressing the challenges faced by homeless dogs.

## CERTIFICATIONS

- Digital Marketing Strategies
- Marketing Management
- Corporate soft skills development
- Advance Excel
- Personal Finance
- CSR

- **Subtract Pigeon**

Production Manager and Actor

August 2021-  
February 2023

- Portrayed the lead role in the production "No Exit" by Jean-Paul Sartre and received a special mention at Darpan 2021.
- Sponsored by the Department of Media Studies, Christ University, I participated as both an actor and production manager in "Patol Babu" at the National Film Festival, Pratibimb 22.
- Our production "Aukat" secured 3rd position at Darpan 2022, an inter-university talent hunt fest. Additionally, I served as both the production manager and an actor in the short film "Swigato" for Blossoms 2022.

- **Campus Binge**

Campus Ambassador

September 2021-  
December 2021

- I undertook various responsibilities to promote the platform and engage with students effectively. This included organizing events, workshops, and promotional activities on campus to raise awareness about Campus Binge and its offerings. I utilized social media platforms and other communication channels to disseminate information and encourage student participation.

- **Peacock Solar**

HR Generalist Intern

July 2021- September  
2021

- Assisted in recruitment processes, conducted initial screenings, and facilitated employee onboarding.
- Managed HR administrative tasks, updated employee records, and contributed to employee engagement initiatives. This internship enriched my understanding of HR functions and practical experience in a corporate setting.

- **Meher Initiative**

Public Relations Associate

July 2021- August  
2021

- I spearheaded the development and execution of impactful public relations campaigns, promotional activities, and media management strategies.
- Through establishing and nurturing relationships with the public, I significantly enhanced the organization's visibility and public image, fostering mutual understanding and engagement.

- **Younity.in**

Social Media Marketing Intern

May 2021- June 2021

- Crafted compelling content to elevate the company's online presence and drive promotional campaigns across various platforms.
- Leveraged sales skills to effectively market memberships and courses, resulting in revenue generation exceeding RS 15,000. Recognized for my contributions, I was promoted to the role of Team Buddy within the organization.

- **Fortis Mental healthcare Centre**

Psychology Intern

May 2020- June 2020