

# PRIYANKA RAJPUT

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## PROFILE

On graduating with a degree in media and communications from Birmingham City University, I moved back to the UAE in 2020 - to kick-start my career in the media industry. In summer 2020, I ventured into the world of PR at The Qode, where I currently work on an extensive portfolio of fashion and lifestyle brands such as MANGO, Massimo Dutti, LOOKFANTASTIC, HUGO BOSS, and more. Raised in Dubai's vibrant and multi-cultural environment, I've a strong understanding of the country and community, paired with an avid passion for writing and storytelling, and am keen to explore avenues within the communications industry.

## WORK EXPERIENCE

### Communications Executive | The Qode | Dubai

January 2022 - Present

- Designed a 360 communications plan for the beauty brand LOOKFANTASTIC, which included strategies, media coverage, social media campaigns, and event concepts.
- Created a region-specific brand profile for luxury menswear label Brett Johnson
- Researched and compiled influencer lists for the UAE, Kuwait, KSA, and Qatar markets
- Managed internal communications and provided each client with regular updates on ongoing PR activity and coverage

### Junior Communications Executive | The Qode | Dubai

December 2020 - 2021

- Drafted press releases, interviews, and brand-specific features for lifestyle, corporate, beauty, and fashion brands
- Managed and executed events, including – 2 pop-ups, 2 new launches, and 3 seasonal press days attended by over 60 guests
- Pitched interviews, features, and news stories to relevant media titles, securing an annual coverage of \$1,000,000 across clients
- Coordinated and overlooked over 100 barter influencer collaborations across five brands, developing solid relationships with regional influencers and generating coverage over \$2,000,000
- Created brand profiles and developed communications plans for new launches and key moments
- Provided PR training to 3 interns, specifically in distributing releases on CISION, writing brand-specific press releases, and creating coverage reports

### Communications Assistant | The Qode | Dubai

September - December 2020

- Assisted the team with media requests, influencer collaborations, and coverage reports across 7 brands
- Drafted, edited, and distributed press releases for a mix of lifestyle, fashion, and beauty brands
- Researched and maintained an extensive database of over 200 influencer profiles across the Middle East market

### Client-servicing & Creative Intern | DDB Mudra | Bangalore

April - May 2019

- Collaborated with design and copy-writing teams to produce short, creative content for TTK Prestige's products.

### Editorial Assistant | ITP MEDIA – Hello! ME | Dubai

April-May 2018 & August - September 2019

- Ideated themes and wrote features on fashion and beauty trends, restaurant reviews, and reported on celebrity news
- Coordinated with the editorial and design team to manage flatplans and page layouts on InDesign
- Proofread, fact-checked, and copyedited content for 8 issues, including the special edition of *Hello! Weddings*
- Represented the publication at local press-days and brand partnership events

### Editorial Assistant | Turret Media – Dubaiweek.ae | Dubai

April - May 2017

- Researched daily news and events happening in Dubai to stay on top of trends
- Attended events and press conferences and wrote listicles, short features, and restaurant reviews for the online website

## VOLUNTEERING EXPERIENCE

### Mentor | Youth for Seva | Bangalore

November 2018 - April 2019

- Mentored a class of 45 students, teaching them essential English communication, writing, and reading.
- Assisted in planning and preparing students for their multi-disciplinary annual day.
- Raised \$50 funds through a class presentation for student's school supplies.

### Event management | INDEST | Bangalore

November 2017 - April 2018

- Managed the inauguration of the '*Kindness Wall*' that was conceptualized to create a safe space for the city's homeless
- Raised \$600 by hosting and organizing a unique comedy event, "*You Laugh You Lose*"

### Theater operations | Dubai International Film Festival | Dubai

November 2014 & December 2016

- Led a team of over 30 volunteers, ensuring all events and film screenings began as per schedule.
- Won best volunteer award amongst 150 volunteers.

## EDUCATION

### Birmingham City University | September 2019- July 2020

Major: Bachelor of Arts (Hons) in Media and Communication

Minor: Promotional Culture & BAFTA certification in Albert

Grade: 2:1

### Christ (deemed to be University) | April 2017- August 2019

Major: BA in Communication and Media, English & Psychology

Minor: History & Cinema & Women's issues

## REFERENCES:

Available on [LinkedIn](#) or upon request

## LANGUAGES

Marathi - native, advanced proficiency

Hindi - advanced proficiency

English - advanced proficiency

Arabic - beginner

## OTHER SKILLS

**Design:** Adobe InDesign, Photoshop, and Illustrator

**Influencer analytics:** Lefty, and Launchmetrics

**News distribution and research:** CISION, and LexisNexis