

# MISHUK DAS

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## ***Why Should You Hire Me?***

I have a positive mental attitude, give my 100% and obsess about perfection at work. I am disciplined and passionate about Communications and trust that I could deliver exceptional results.

To Gain More Insights On My Skill Sets Please Visit My Website At [www.mishukdas.com](http://www.mishukdas.com) or Read My Articles At <https://www.linkedin.com/in/mishukdas/recent-activity/posts/>

## ***Summary***

A hard-working, experienced and motivated Public Relations and Digital Marketing Specialist with proven communication, organizational and interpersonal skills seeking full-time employment as a Corporate Communicator or a Digital Marketing specialist. Looking to apply solid knowledge of communications, digital marketing and PR practices to a business setting. Proactive, inquisitive and keen to learn, possessing multi-tasking abilities and wishing to deliver positive results.

## ***Education***

M.A. in Public Relations from Department of Communication & Journalism, University of Mumbai – 2017

B.A in Communicative English, University of Calcutta – 2014

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## ***Key skills***

- **PR & Corporate Communications**
  - **Digital Marketing**
  - **Content & SEO**
  - **Social Media Marketing**
  - **Website – Designing & Best Practices**
  - **Writing Skills**
  - **Communication & Presentation skills**
  - **Media Relations**
  - **Market Research**
  - **Proficient in SEO & SMO**
  - **Proficient in Photoshop**
  - **Proficient in Wordpress**
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### ***Achievements***

- Worked with BBC London as a fixer for BBC Click Program.
  - Gained 16k Twitter Followers
  - Blog post “The Age Of Digital PR And The Evolution Of Marketing” Published in the official website of the PR community in Canada.  
<http://www.princanada.com/2016/07/20/age-digital-pr-evolution-marketing/>
  - Organized a two day workshop on Development Communication with the Department of Communication and Journalism, University of Mumbai in collaboration with UNICEF, Mumbai.
  - Worked as PR head for Ekah, the annual cultural fest of the Department of Communication and Journalism, University of Mumbai.
  - Organized a seminar on Public Relations Issues and Prospects.
  - Published a research paper on Cybercrime in KC media summit, Mumbai
  - Wrote a thesis on How PR Work Is Being Evaluated In Organizations
  - Won State Championship in Taekwondo
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## **Work Experience**

### **Metropolis Healthcare LTD**

#### **Senior Executive – Corporate Communications**

June 2016 - Present

Currently working on the corporate Communications mandate for Metropolis which includes Media relations and PR campaigns for Metropolis, Leadership profiling, Corporate Website Content, upkeep and maintenance, SEO, Social Media Marketing, Communications and Awareness Campaigns.

- Leadership profiling in reputed publications like Forbes Asia, Wall Street Journal, Live Mint, Business Standard, ET Now, Times Now. CNBC etc etc.
- Have been credited with deftly assisting in handling crisis communications at the need of the hour
- Have revamped corporate and wellness (ecommerce) websites and initiated Digital Marketing Strategies from scratch and manage all properties for Metropolis in the online space including all social media platforms, SEO etc
- Maintaining Internal Communications
- Handling The Digital Mandate Of CSR Initiatives

#### Reference Links

<http://www.metropolisindia.com/>  
<http://blog.metropolisindia.com>  
<http://wellness.metropolisindia.com/>  
<https://www.facebook.com/MetropolisLab/>  
<https://twitter.com/MetropolisIndia>  
<https://twitter.com/AmeeraShah>  
<https://www.linkedin.com/company/metropolis-india>  
<https://in.linkedin.com/in/ameerashah>

### **Indibreaks Experiential Events**

#### **Social Media Marketing Manager**

September 2015 – January 2016

Single handedly created Social Media Handles and Run successful Digital campaigns for a high profile event.

- Writing Blog Posts
- Designing Social Media Strategy
- Implementing Social Media Campaigns
- Writing Content For Social Media

- Interacting With Followers
- Designing Twitter campaigns

## **Pouring Pounds PVT LTD (CashKaro.com, India's No.1 Cashback and Coupons website)**

### **Content Analyst**

July 2014 to July 2015

Worked as a Content Analyst and developed website content for achieving organic SEO rankings.

- Writing SEO content for the website
- Writing Creative, fun and Entertaining Blogs for the Blog site
- Researching, analyzing and creating content strategies
- Social Media Optimization including Twitter and Facebook
- Making creative's for Blog Posts using Photoshop
- Writing articles for External Bloggers for gaining backlinks for SEO ranking

Reference Samples:

<http://blog.cashkaro.com/author/mishuk/>  
<http://blog.cashkaro.com/tune-yourself-christmas-state-of-mind-in-go/>  
<http://blog.cashkaro.com/top-laptops-to-purchase-from-snapdeal/>  
<http://blog.cashkaro.com/can-airplanes-mysteriously-disappear-in-thin-air/>  
<http://blog.cashkaro.com/peshawar-massacre-911-2611-had-enough-already/>

## **10acity PVT LTD**

### **Creative Content Developer**

June 2014 – July 2014

- Writing SEO content
- Writing Technical articles for their clientele
- Writing Blogs

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### **Interests:**

- Spirituality
- Philosophy
- Music
- Martial Arts
- Travelling, keen to experience different cultures and a passion for history and languages

***Personal Dossier:***

Date of Birth : 17/10/1992

Present Address : Flat Number 809 B-Wing, Juhu Taj Society, 10 N.S  
Road, JVPD Scheme, Juhu. Mumbai- 400059

Permanent Address : AE-20, Salt lake city, Sector 1, Kolkata-700064

Nationality : Indian

Languages : English, Hindi, Bengali

**I hereby declare that all the above mentioned details are true to the best of my knowledge.**