

**CURRICULUM VITAE – Vandana Rajan**



Accomplished Media professional with relevant experience, acknowledged for well-defined understanding of new media and allied business-technology interface and capacity to identify and align client/company’s emerging technology needs with products and services. A successful and knowledge enriched background spanning Media and Communication disciplines, Public Relations Management, International Relations, Media Management, Event Management, Planning & Strategy.

**PROFESSIONAL SYNOPSIS**

CORE COMPETENCIES

Journalism/Mass Communication and New Media

Teaching

International Relations/

Strategy planning

Public Relations/ Corporate Social Responsibility and Image Management

Team Building/Leadership

Employee Engagement & Staff Management

Network/Infrastructure Management

* Excellent communication and interpersonal skills. Ability to determine client/company requirements and offer services/products to help achieve the long-term strategic investment goals.
* Abilities in effectively networking with Team leads, Team Members, Users/Customers, Vendors etc. for swiftly ramping up projects with competent cross-functional skills and on time execution.
* Strong problem solving & technical skills coupled with confident decision making for enabling effective solutions leading to high customer satisfaction and low operational costs.
* A keen planner, strategist and implementer with demonstrated success in building relationships.
* Insightful experience in Media & Communication Management, Public Relations activities that includes Company/Client’s Image management in the media and public, planning, risk management, damage control etc. Develop plans & schedules, allocate resource as per budgets, and participate in client / team /Vendor meetings.
* An effective leader with proven ability in leading and guiding teams and enabling knowledge sharing among team.

**PROFESSIONAL QUALIFICATION**

* Bachelor’s Degree in **Journalism & Mass Communication** from Amrita Vishwa Vidyapeetham Deemed University, Coimbatore. 2008- 2011
* Master’s Degree in **International Relations, Planning & Strategy** (Defence and Strategic Studies) from University of Madras – 2011-2013
* Post Graduate Diploma in **Public Relations** from University of Madras – 2012-2013

**TRAINING/INTERNSHIP**

* Training in Radio Journalism and New Media, Radio Mirchi 98.3 FM, Coimbatore. Tamilnadu,India
* Training in Television Journalism and Live Election Reporting, Amrita Television, Palakkad Bureau ,India
* Training in Print Journalism, News Crafting/Layout & Design, Malayalam Manorama Daily, Palakkad. India
* Assisted Inspector General of Police (Internal Security), for research on Terrorism in the State of Kerala,india

**PROFESSIONAL EXPERIENCE**

* Currently working at **PUSH Integrated Communications LLC September 2015 - present**

**Manager – Finance & Administration/PR & Social Media**

Responsible for the total administration and management of the company, also takes care of many of its public relations activities and handles social media for many of the celebrities and politicians in India.

**Previous Experience**

* **PUSH Integrated Communications Ltd, Kerala, India**

**Media Executive June 2013 – September 2014**

Responsible for the Client Image and Brand Management, Planning and Strategy for Company PR and CSR activities, Media Management and Engagement etc with maximum priority for building client – media – public rapport**.**

* **Vertical Chain Media Solutions, Kerala October 2014 – September 2015**

**Manager – Media & PR**

**Responsible for media and PR activities of various companies and individuals. Social media and website content creation for leading clients in Kerala.**

**Other Experiences Obtained**

**March 2009 – September 2014**

**Media & Communication**

* **Have been a part of the panel for the live discussion of the US Presidential Elections in the year 2012 at the US Consulate in Chennai, Tamilnadu India**
* **Have been the Editor for the University Students Bulletin covering vast and exclusive reports on various topics**
* **Have done exclusive reports on unwed mothers in tribal villages, illicit land acquisition by gold traders etc.**
* **Have been a volunteer for various outreach program and rural development project which has been successful and well appreciated by various organizations including the state government.**
* **Have done research on the lives of transgender in South India, their transformation, the myth and Hindu traces behind it etc., have lived with them and done reports on how media influenced their lives and why are they being led to prostitution**
* **Interviewed various South Indian Super Stars, Oscar Winning Sound Director and many other eminent personalities**
* **Have covered news six hours continuous live for the by-election in Kerala for Palakkad District in the year 2011**
* **Have been the Chief Media and PR Manager for the Cochin International Half Marathon 2013, first international Marathon in Kerala, India**
* **Held a key position in media planning and strategizing for Kalyan Jewelers, one of the largest jeweler y groups in India.**
* **Have singlehandedly dealt with the Twitter and Face book accounts of Chairman & Managing Director of various leading Business men and Industrialists in Kerala and India. Many opinion tweets posted on their pages based on economy and finance have held major role in redefining the economic structure in the country.**
* **Have handled live Face book discussion forums and online chat for clients across India.**

**PR & Events**

* **Have been the chief coordinator for the prestigious Puthur Music & Dance festival, one of the largest cultural festivals in Kerala that showcases all the finest talents and artists from all over India.**
* **Have handled media and event operations for high profile store launches of leading jewelery group Kalyan Jewelers in Trivandrum, Kerala.india**
* **Have held a major role in Media & PR Management in the Middle East for the star-studded multi store launch of Kalyan Jewelers.**
* **Have been the chief coordinator and media person for the first mass hair donation event in Kerala, for chemotherapy patients. India**

**PERSONAL DETAILS**

Name: Vandana. R

Gender: Female

Age: 25

Date of birth: 20.01.1991

Telephone: +971 524533137

E-mail: [vandanarajan@gmail.com](mailto:vandanarajan@gmail.com)

Languages Known: Malayalam, English and Tamil

Passport No : L5492852

Place of Issue: Malappuram

Date of Issue: 25/11/2013