



PRAGYA SHARMA

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💻 <https://www.pragya-s.com/>

📍 UK/ India (Open to relocation)

ABOUT ME

Communications and marketing professional with a Master's in Global Media Management. Experienced in PR, digital storytelling, and event marketing within fashion, art, and lifestyle sectors.

Skilled at enhancing brand image and engagement, with a strong passion for luxury and cultural heritage.

EDUCATION

Bachelor of Liberal Arts

NMIMS University (Mumbai)
2018 - 2021

Master's In Global Media Management

University of Southampton (UK)
2023 - 2024

SKILLS

Digital Campaign Strategy,

PR & Media Brand

Storytelling, Event

Coordination,

Canva

Social Media Analytics

LANGUAGE

- English (Fluent)
- Hindi (Native)
- Français (Débutant –improving)

EXPERIENCE

Digital Marketing Associate – True Bliss Foods

Gurgaon, India

2025 – Present

- Designed and executed digital marketing strategies that elevated brand visibility and consumer engagement.
- Led influencer and PR collaborations, strengthening brand positioning in competitive markets.
- Orchestrated events and campaigns that enhanced brand image and consumer loyalty.

Marketing Executive – CYBRID

Havant, United Kingdom

2024 - 2025

- Managed cross-platform campaigns that increased digital engagement by 60%.
- Shaped content and brand storytelling to align with corporate identity and audience insights.
- Represented the company at key events, amplifying brand presence and visibility.

Art Gallery Assistant – Daniel Besseiche Art Gallery

Dinard, France (Remote)

2021- 2022

- Created press materials and promotional assets consistent with gallery's luxury positioning.
- Cultivated artist relationships and supported sales during exhibitions.
- Collaborated on international PR campaigns, expanding gallery visibility in European markets.

Social Media Manager Intern – Times Fashion Week

Delhi, India

2021- 2022

- Directed live event coverage and crafted digital content, increasing audience engagement.
- Coordinated with sponsors and media partners to ensure seamless brand integration.
- Strengthened the event's digital presence by aligning communication with luxury fashion trends.

OTHER EXPERIENCES

- Marketing & Administration Intern – University of Southampton, UK (06/2024 – 08/2024)
- Communication Analyst Intern – Atoma Research, UK (Remote) (07/2023 – 09/2023)
- Copywriter – Word of Mouth Media, India (08/2021 – 09/2021)