



# PRAGYA SHARMA

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India (Open to relocation)

## ABOUT ME

 [LinkedIn Profile](#)

Communications & Marketing professional with extensive experience in content strategy, brand storytelling, and stakeholder engagement across fast-paced digital, media, and startup environments. Strong strategic thinker skilled in crafting compelling narratives, managing multi-channel campaigns, and delivering clear, consistent messaging. Experienced in cross-functional collaboration, project coordination, and maintaining brand integrity, with a deep interest in audience engagement, emerging trends, and building meaningful brand-community connections. Thrives in deadline-driven, adaptable, and collaborative settings.

## EDUCATION

### Bachelor of Liberal Arts

NMIMS University (Mumbai)

2018 – 2021

### Mater's In Global Media Management

University of Southampton (UK)

2023 – 2024

## SKILLS

- Media Relations
- Marketing and Communications Collateral
- Content Scheduling & Content Calendars
- Client Experience & Client Engagement
- Cross-Functional Collaboration

## LANGUAGE

- English (Fluent)

## EXPERIENCE

### Marketing Operations Executive– Altius8

India (remote - cross functional UK and India) 2026– Present

- Managed day-to-day marketing operations, ensuring seamless execution of campaigns, projects, and cross-functional initiatives.
- Supported go-to-market (GTM) strategy development and execution for product launches and marketing initiatives, aligning activities with business objectives.
- Streamlined marketing workflows and operational processes, improving campaign efficiency, execution timelines, and team collaboration.

### Marketing Executive – CYBRID

Havant, United Kingdom 2024 - 2025

- Led multi-channel marketing campaigns, achieving a 60% increase in engagement and improved audience reach.
- Developed marketing and communication materials based on data insights, consumer behavior, and brand positioning.
- Supported event representation and stakeholder communication, enhancing brand presence during industry engagements.

### Art Gallery Assistant – Daniel Besseiche Art Gallery

Dinard, France (Remote) 2021- 2022

- Assisted in client and media relationship management, contributing to PR outreach and exhibition coordination.
- Managed press coverage tracking and reporting for internal stakeholders.
- Gained exposure to high-end client experience, private viewings, and luxury storytelling.

### Social Media Manager Intern – Times Fashion Week

Delhi, India 2021- 2022

- Directed live event coverage and digital content creation during fashion events, increasing audience engagement.
- Coordinated with sponsors, designers, and media partners to ensure seamless brand integration.
- Strengthened digital storytelling by aligning communications with luxury fashion and lifestyle 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)