



PRAGYA SHARMA

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UK/ India (Open to relocation)

ABOUT ME

 [LinkedIn Profile](#)

Communications and marketing professional with a Master's in Global Media Management. Experienced in public relations, strategic communications, digital storytelling, and event marketing across diverse industries. Skilled in building and enhancing brand image, driving engagement, and developing impactful campaigns. Passionate about creating meaningful connections between brands and audiences through compelling narratives and innovative strategies.

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)