

# DEEKSHA H

## Contact Information

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## Introduction

I'm a passionate storyteller with a background in journalism and public relations. My journey has always been about crafting stories that resonate with people, whether through a press release, a social media post, or the pages of my own book. Over the years, I've improved my skills in PR strategy, social media management, writing, and interviewing—all with the goal of creating meaningful connections.

I've deepened my love for storytelling. I believe in the power of words to inform, inspire, and foster understanding. Whether I'm shaping a brand's narrative or sharing a personal story, I'm committed to making an impact through thoughtful communication and storytelling.

## Education Background

- Bachelor of Arts in Mass Communication and Journalism, Tumakuru University (2020-2023)
- Pre-University Course (PCMB), Sarvodaya PU College, Tumakuru (2018-2020)
- High School, Maruthi Vidya Kendra Belagumba (CBSE)

## Projects

- News Anchor - TUTV Tumakuru
- Covered campus events and created news reports
- Interviewed Tumakuru Varthe editor and wrote feature story on it
- Wrote articles and stories for local Kannada newspapers

## Professional Experience

### PR & Events Executive | Jain Group Bengaluru

(July 2024 - Present)

- Lead PR strategy and event execution for **Knowledgeum Academy**, managing communications across multiple channels - <https://knowledgeum.in/>
- Developed and executed successful PR campaigns, achieving 20% increase in media coverage
- Set a new record by creating a 79.5-foot-long Tiranga in just 41 minutes, showcasing exceptional project management and teamwork skills during a high-profile event.
- Organized entrepreneurial talks for students, providing valuable insights and networking opportunities, which contributed to their professional development and engagement with industry leaders.
- Worked on media for Hepatitis screening initiative to foster positive relationships between the institution and the public, demonstrating commitment to community health.

## Social Media Manager | Gamebitescafe, Tumakuru

(January 2024 - June 2024)

- Increased social media engagement by 45% through strategic content planning
- Managed end-to-end event planning and execution for community gatherings
- Created and implemented social media calendar across platforms

### Previous Roles

- Research analyst at **Clarity Communications** - (remote)
- Social Media Assistant and Artist Manager at **Paper Plane** - (remote)
- Marketing and Operational Intern at **BOROKA**
  - Successfully organized 20-day launch campaign across premium cafes in Goa
  - Coordinated with 15+ venue partners and managed event logistics
- Freelance Content Writer and Video Editor at **Hosakannada** Website
- Stringer at **Vijayakarnataka**
- Marketing roles at **Mayaloka** Wellness Club and Pathway Enterprises

## Core Competencies

- Strategic PR Planning
- Event Management
- Media Relations
- Content Strategy
- Bilingual Communication
- Creative Writing (English & Kannada)
- Story Writing (English & Kannada)
- Digital Storytelling
- Public Speaking
- Leadership
- Networking
- Voice overing

## ADDITIONAL INFORMATION

- YouTube Channel - **Gyan Deepa**: Created educational content on history, current affairs, and Kannada literature
- **International Youth Conference** - Translator: Translated conference report for the event in Seshadripuram Degree College
- Volunteered at events like **Kukdukoo**, **Bangalore Lit Fest**, and **Mango Tree**.