

Bhavishay Arora

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RELEVANT COURSES AND PROJECTS

- Certification completion in Mastering Digital PR by SEMrush and Presentation Effectiveness by Dale Carnegie
- Volunteer writer with a Toronto-based PR agency, PR & Lattes
- Directing the creation of Canadian press (CP) style content, advisories, newsletters, and other communication campaigns, leading to the delivery of effective communications for major North American brands
- Regulated data analytics and media monitoring reports using tools like Meltwater, and Mailchimp, along with periodical reports with the use of advanced Excel (pivot charts, formulas), Power BI, and CoverageBook

WORK EXPERIENCE

Milestone PR, North America

Jan 2024 - Present

Communications Consultant

- Counsel North American B2B and B2C clients in diverse categories such as technology, CSR, and education
- Plan and execute clients' internal and external communications, including press releases, media lists, pitches, briefing materials, blog posts, newsletters, and announcements to ensure effective dissemination of information
- Promote educational initiatives taken by the Government of Tukwila for underprivileged students through right messaging and content
- Execute new business development proposals with research analysis and provide strategic counsel to clients
- Amplify the organization's media presence by securing media coverage in the US and Canadian markets
- Enable improved decision-making for clients via market analytics reporting tools like Power BI, Advanced Excel and editing graphics via Canva, Adobe Photoshop

Burson Cohn & Wolfe (WPP), Global

Dec 2021 – Dec 2023

Sr. Account Manager

- Headed multinational accounts and projects such as RingCentral (North America, corporate-technology), Ventana Micro System (North America, technology-trade), HDFC Ergo (finance, corporate), and STL (ESG, technology)
- Evaluated integrated campaigns and social media strategies, leading to a significant increase in earned media opportunities and influencer engagement
- Conducted media training scenarios to prepare clients for effective interactions with the press and public
- Collaborated with internal teams, external partners, stakeholders, and vendors to facilitate effective communication and achieve organizational objectives
- Supported assigned clients in coordinating and leading various communication activities, including writing, editing, creative ideation, copy-editing, tactical planning, messaging direction, and strategic plan development
- Strengthen and build teams by supervising junior team members, collaborating with different teams, helping colleagues grow via mentorship, content guidance, team-building initiatives, and other useful exercises

Media Mantra, India

Jul 2020– Dec 2021

Assistant Account Manager

- Supervised accounts such as Zvesta (technology, finance), Flexnest (consumer-technology, lifestyle), and Amkette (consumer-technology, lifestyle), resulting in a 20% increase in client satisfaction and a 15% boost in project profitability
- Implemented innovative marketing strategies to promote events and drive attendance, leveraging social media, email campaigns, and targeted outreach
- Reinvigorated brand visibility by 70% via effective communication and social media campaigns
- Edited and designed digital graphics via Canva and worked on ROI reports via Power BI and MS Office tools

ARM Worldwide, India**Jul 201 – Jun 2020**

Assistant Manager

- Promoted accounts such as Sodexo (food, corporate), Amazfit (consumer-technology, lifestyle), Lenovo (consumer-technology), and Transform Schools (education, non-profit organization)
- Assisted in the development and implementation of communication strategies to enhance internal and external stakeholder engagement
- Reconciled the brand's image and reputation by establishing relations with journalists, influencers, and media professionals
- Facilitated the timely delivery of media monitoring reports to clients

Media Mantra, India**Dec 2016 – Jul 2019**

Senior Executive

- Organized accounts such as SEMrush (digital marketing, lifestyle), PARK Hospital (healthcare), and Blaupunkt (consumer-technology, lifestyle)
- Facilitated data-driven news content for international clients, leading to a 50% increase in media hits
- Executed successful media event management procedures, resulting in smooth event execution and high customer satisfaction
- Optimized competitive analysis, KPI reports, backlink tracking, and online visibility insights, via SEMrush tool

EDUCATION

- **Master of Arts - Journalism and Mass Communication** **2021-2023**
Indira Gandhi National University
- **Bachelor of Arts - Journalism and Mass Communication** **2013 -2016**
Guru Gobind Singh Indraprastha University

SKILLS

- **Software:** Meltwater, Hootsuite, Canva, Google Workspace, MS Office Suite, WordPress, Adobe Photoshop, Google Analytics, Mailchimp, Power BI, Advanced Excel, Cision, MySQL, and SharePoint
- **Communication:** Writing, Client Outreach, Customer Service, Negotiation, Relationship Development, Presentations, AI Tools, RFPs, Press Releases, Coverage Reports, Budgeting, and Computer Proficiency