

# Poornima E.V

Media & Communications Executive  
Content & PR Professional

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📍 Hyderabad

## Key Skills

- Media & Public Relations
- Content Writing & Editing
- Press Releases & Official Communication
- Website & Newsletter Content Management
- Branding & Message Consistency
- Stakeholder & Public Communication
- Event Coordination Support
- Proofreading & Research
- Communication Reporting

## Education

**Master of Arts**  
Journalism & Mass Communication  
Central University of Karnataka  
2020 – 2022

**Bachelor of Science**  
Physics, Chemistry & Mathematics  
Govt Degree College Kalaburagi  
2017 – 2020

## Personal Attributes

- Strong written and verbal communication
- Detail-oriented and quality-focused
- Adaptable and eager to learn
- Professional, reliable, and organized
- Passionate about media, communication, and public engagement

## Professional Summary

Public Relations and Communications professional with experience in content strategy, social media management, and reputation building. Skilled in managing public-facing communication and strategic messaging, with focused preparation for institutional and government PRO roles.

## Professional Experience

**My Startup Life** November 2020 – October 2024

### Assistant Editor

- Drafted, edited, and proofread pre-release articles, news content, and feature stories for digital publication.
- Managed and maintained content for the organization's website, ensuring clarity, accuracy, and brand consistency.
- Coordinated with writers, designers, and internal teams to oversee article structure, layout, and editorial quality.
- Researched and analyzed 50+ trending keywords daily to improve content visibility and audience engagement.
- Handled publication schedules and ensured timely posting of articles and magazine content.
- Assisted in preparing communication reports and content summaries for internal review.
- Supported promotional content creation for institutional branding and outreach initiatives.

## Career Break

- Utilised maternity break period to prepare specifically for Public Relations Officer (PRO) roles in government and institutional settings.
- Studied public relations theory, communication strategies, media laws, and reputation management relevant to institutional communication.
- Prepared for PRO recruitment examinations, strengthening skills in public communication, strategic messaging, and organisational PR functions.
- Enhanced understanding of formal institutional communication, public accountability, and stakeholder engagement. pending pick

## Core Competencies

- Drafting press releases, announcements, and official communication
- Managing website, newsletter, and publication content
- Ensuring consistent institutional branding and messaging
- Responding to public and stakeholder queries professionally
- Coordinating communication for events, ceremonies, and meetings
- Handling sensitive information with confidentiality and discretion