

# CHRISTY THOMAS

## POSTGRADUATE IN PR, COMMUNICATIONS, AND MARKETING

### CONTACT

+91- 9846068117

christythomasarmyalil@gmail.com

Bangalore , India

### EDUCATION

MA Public Relations & Corporate Communications 2021-2022

Kingston University, London

MA English & Comparative Literature 2019-2021

Pondicherry Central University, Kalapet

BA English Literature, Communication Studies & Journalism 2016-2019

MG University, Kerala

### MY WORKS

- Developed a PR campaign for a podiatrist clinic in the UK as part of a workshop conducted by the Chartered Institute of Public Relations (CIPR).
- Collaborated with a team to create a successful marketing plan for the play "Persuasion" at Rose Theatre, London, initiated by Kingston University.
- Conducted independent research by interviewing internal communication professionals to examine the impact of employee voice within organizations.
- Crafted a visionary follow-up PR campaign for the already successful Dove #courageisbeautiful campaign.
- Published English poems and articles in private magazines and university publications

### PROFILE

I'm a Public Relations and Marketing graduate with hands-on experience in content creation, digital marketing, and visual design. I create engaging content across platforms like LinkedIn, Instagram, Facebook, X, Medium, Substack, and Reddit, along with websites. I enjoy turning ideas into clear, creative content that supports brand growth and marketing goals.

I'm excited to contribute my creativity, communication skills, and practical marketing experience to a dynamic and growing team.

### WORK EXPERIENCE

#### Elexes Medical Consulting, Bangalore

April 2025 - Present

##### Junior Marketing Executive

- Design marketing collateral and visual content, including brochures, presentations, case studies, and video ads for LinkedIn, using Canva and ElevenLabs.
- Plan, execute, and optimize digital marketing campaigns across LinkedIn, Google, email, and industry platforms for global markets including the US, Europe, Canada, and Australia.
- Manage website content, landing pages, basic SEO, and performance tracking to improve traffic and lead generation
- Create and schedule technical blogs, social media content, and customer success stories.
- Analyze campaign performance and prepare reports using Google Analytics, Google Search Console, and Microsoft Clarity.

#### Symmetric PR Limited , London

June 2024 - December 2024

##### Public Relations Intern

- Create engaging content for LinkedIn and company website, including captions, copy, and visual posts.
- Design creative posters and digital marketing assets for clients to support branding and content campaigns.

#### Mieszko Food city Limited, London

October 2021 - April 2024

##### Business Administrator

- Managed employee scheduling and timesheets on a rota basis to ensure smooth payroll operations.
- Reviewed daily invoices to resolve discrepancies and maintained standard retail margins for products.
- Prepared daily sales and purchase reports and conducted quarterly inventory checks for accuracy.
- Negotiated with UK and international suppliers to secure competitive pricing and high-quality products.
- Ensured daily invoices were scanned and entered accurately into the software for record-keeping and analysis.
- Handled customer inquiries, providing accurate product information and ensuring satisfaction.
- Processed billing accurately and ensured invoices were received with deliveries.
- Consolidated total transactions made via cash and card, and submitting the report to the head office at the end of each day.
- Monitored stock levels and submitted reports to the head office for product restocking.