

PRAGUN ANAND

Bachelor in Mass Media

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Kota, India 324007

PROFESSIONAL SUMMARY

Dedicated professional with a Bachelor's degree in Mass Media, backed by a diverse background in marketing strategy, business planning, customer service and brand development roles. Expertise in providing strategic solutions in the field of advertising and marketing. Currently leveraging marketing experience in the customer service sector. Seeking new challenges and opportunities to contribute skills honed across various domains to a dynamic and forward-thinking organisation.

EDUCATION

01/2016

Junior College

Symbiosis College of Arts & Commerce

01/2011

Bachelor in Mass Media

Wilson College- University of Mumbai

WORK EXPERIENCE

February 2024 - September 2025

Suvidha Asset Management Ronak Kapoor | Jaipur, India

- Proficient in using CRM systems to manage client relationships and ensure timely follow-ups.
- Skilled in public relations and community engagement to build strong networks.
- Focused on enhancing client satisfaction and driving successful real estate transactions.
- Effective communicator with strong relationship management skills.
- Contributed innovative ideas to boost team performance and achieve goals.

February 2023 - January 2024

Strategy & Business Development Manager CLAW CUPID | Mumbai, India

- Responsible for identifying and developing new opportunities to build and expand the presence of the company and brand.
- Cultivated business relationships and partnerships through direct meetings with customers and industry personnel.
- Supervised the internal marketing, content creation, customer service and sales roles of the brand.

June 2020 - March 2023

Marketing Manager TOPRITEJURIS LEGAL CONSULTANTS

- Administered all aspects of the firm's marketing, including: internal and external communications, branding, advertising, social media, event management, business development, community involvement and charitable efforts.

January 2014

Marketing Intern VIB ER

- Worked as social media intern for the brand's marketing promotions.
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REFERENCES

Suvidha Asset Management Ronak
Kapoor (+919166621555)

DIGITAL AND ANALYTICAL SKILLS

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|------------------------------------|----------------------|---------------------|
| • Microsoft Office | • Canva | • Problem Solving |
| • Customer relationship management | • Filmora | • Creative Thinking |
| • Photoshop | • Content Creation | • Public Speaking |
| • Digital Marketing | • Managing Conflicts | |
| • Teamwork | • Project Management | |
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INTERESTS

Gaming Fitness Cricket