

BINDI SAIKIA

Results-oriented, experienced Communications consultant, driving multiple cross-border campaigns for Fortune 500 brands, with global PR agencies for five years

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🌐 LinkedIn - <http://bit.ly/2mn7wbr>

📍 New Jersey



EXPERIENCE

Account Coordinator

Steinreich Communications

📅 07/2017 - ongoing 📍 New York

- Monitor current industry trends and lead discussion in brainstorm sessions to increase visibility and client commentary
- Execute day-to-day media outreach for clients across higher education and non-profit sectors. Successfully earned placements across industry trade publications
- Develop media lists, maintain editorial calendars, draft pitch notes, press releases, meeting recaps, and weekly reports

Public Relations and Marketing Intern

Berk Communications, A division of MWWPR

📅 09/2016 - 12/2016 📍 New York

- Drafted social media content for platforms - Twitter, Instagram and Facebook
- Extensive research, media monitoring, created editorial calendars, maintained monthly coverage reports and identified 10+ speaking opportunities for thought leadership
- Drafted content for pitch notes, leadership bios, face sheets, press alerts, event listing websites
- Participated in brainstorm sessions for three client proposal meetings and contributed pitching ideas for brand visibility

Project Intern

Astonish Media Group

📅 07/2014 - 10/2014 📍 New York

- Brainstormed ideas and drafted social media posts for Facebook and Twitter
- Promoted 'The Hollywood Ticket' - A movie ticketing program, across social media platforms
- Disseminated press releases, developed press kits, media lists, identified key media targets (journalists/bloggers/influencers) and assisted with research and writing mandates

ACHIEVEMENTS

2016: Selected for summer study abroad program - International Corporate Communication and Culture, at Wroxton College, UK

2012: Nominated twice for Bite Global's 'Star of the Quarter' program in the Asia-Pacific region

2012: Successful execution of IHG's Holiday Inn Express brand entry in India

2011: Founding India team member at Bite Global

SKILLS

Research, Brainstorm, Coordination



Listening, Mediating, Coaching



Client Management



Content Development



Social Media



Tools - MS Office, Cision, Gorkana, BuzzSumo, Moreover



EXPERIENCE

Senior Consultant/Consultant

Bite Global

03/2011 - 11/2013 India

- Developed India narrative for clients across technology, hospitality, travel, academia and aviation industries at both local and regional level
- Led client engagements, spearheaded media relations, conceptualized to build resonance and thought leadership campaigns
- Mentored a team of three members, provided guidance and educated on the industry fundamentals
- Collaborated across regional and global teams to deliver integrated tracking, evaluation and reporting standards

Senior Account Executive/ Account Executive

Gutenberg Communications

05/2008 - 03/2011 India

- Executed day-to-day work for clients and provided account direction. Took charge of media relations, research, planning, pitching, content development, messaging and responding to media queries
- Monitored industry trends and identified story angles for clients
- Succeeded in securing 200+ earned media opportunities across India's top-tier publications
- Succeeded in securing speaking engagements at leading industry conferences

PERSONAL TRAITS

Adaptable

Time Management

Organization

Dedicated

Reliable

Driven

Assertive

Rational

EDUCATION

Masters in Communications

Rutgers University, New Jersey

09/2015 - 05/2017

GPA
3.9 / 4.00

Masters in Sociology

Delhi School of Economics, India

07/2006 - 05/2008

GPA
3.00 / 4.00

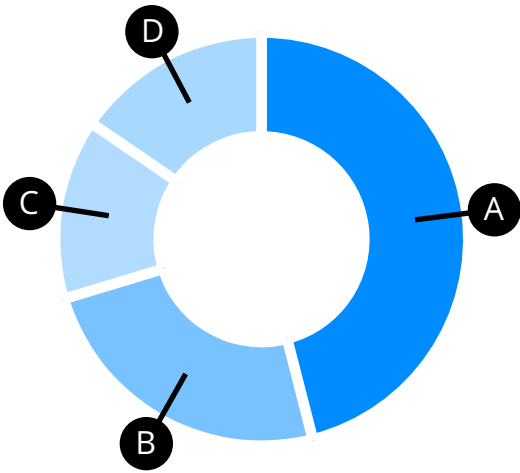
Bachelors in Sociology

Delhi University, India

07/2003 - 05/2006

GPA
3.50 / 4.00

INTERESTS



- A Cooking/Baking/Collecting Recipes
- B Travel/Food and Nature Photography
- C Reading
- D Hiking/Swimming/Outdoor Activities