

# Samarth Sharma

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## Experience

**Account Intern, W2O Group**  
June 2018 - August 2018

- Conduct media monitoring for client weekly report
- Edit video interviews for client projects
- Create and edit video content for business development purposes
- Conduct social media monitoring to update clients on influencer and target audience engagement with posts
- Create media interaction templates for clients attending medical conferences
- Create and edit written content for client websites
- Attend client calls

**Communications Intern,  
SYRACUSE UNIVERSITY**  
January 2018 - May 2018

- Wrote press releases and articles for official university website
- Created and edited communication plans for the department of Enrollment and Student Experience
- Created and edited video content to build brand awareness in the student community
- Attended staff meetings and provided strategic inputs and frame tactics

**Assistant Manager, ESSAR GROUP**  
July 2011- September 2015

- Managed professional relationships with Government offices such as Ministry of Road Transport and Highways, Planning Commission of India and Ministry of Civil Aviation in New Delhi
- Managed appointments with government officers at various ministries of India
- Maintained government databases of more than 5000 officers
- Participated in negotiations with chief engineers at ministries for renewal of operational licenses, one such negotiation saved Essar \$30 million
- Worked in the sales department of Essar steel pellets division and was assigned Gujarat and Andhra region of India. Successfully sold 3 million tons to a sponge iron manufacturer in Gujarat region
- Maintained daily sales tracker data of international iron ore prices

**Program leader - Public Relations & Marketing, KRITI TEAM**  
January 2016 - May 2017

- Created promotional tools for traditional and social platforms to increase participation in events and increased the same by 150 percent
- Produced short films for social causes and was chosen to be screened at the Peace Builders International film festival held in New Delhi
- Conducted film-making workshops at other NGO's
- Created and distributed newsletters created on MailChimp for events and products
- Created product portfolios for Kriti team's e-commerce website

## Skills

- Adobe Premiere Pro, After Effects, Indesign, Photoshop and Unity 3D
- Direction, script writing and video production
- HTML and Microsoft Office
- Instagram, Wordpress, Blogger, Twitter
- Associated Press writing style
- Hootsuite and Google Analytics

## Education

M.S. in Public Relations - 2018

S.I. Newhouse School of Public Communications  
Syracuse University - Syracuse, NY

Bachelor's in Commerce: Accounting & Finance - 2010

Griffith University - Gold Coast, Australia