Ritika Saxena

PR Executive

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Personal statement

PR executive with 2.5 years of agency experience in media relations for healthtech, edtech and consumer brands. Secured 140 earned media stories in the last 12 months, including 18 in national business dailies, and writes press releases, media briefing documents and coverage reports for 5 retained clients.

Work experience

PR Executive · Lotus Bridge Communications, New Delhi — May 2024 – Present

- Handle day-to-day media relations for 5 retained clients in healthtech, edtech and consumer goods.
- Secured 140 earned stories in 12 months, including 18 in national business dailies and 6 broadcast interviews for client spokespersons.
- Wrote 40 press releases, 25 bylined articles and briefing documents for founders ahead of media interviews.
- Prepared holding statements and a media Q&A within 3 hours during a data-privacy query for a healthtech client, keeping coverage factual.

Media Relations Intern · Indus Voice PR, Noida — Nov 2023 – Apr 2024

- Built and updated media lists of 300 journalists across business, technology and lifestyle beats, including Hindi publications.
- Compiled daily media monitoring and monthly coverage reports for 4 clients.
- Pitched story ideas to regional Hindi newspapers, earning 22 stories for a consumer electronics client.

Education

MA in Mass Communication · Yamuna Institute of Mass Communication, Noida — 2022 – 2024
Grade: 8.2 CGPA

BA (Hons) in English · Gomti Nagar Degree College, Lucknow — 2019 – 2022
Grade: 73%

SKILLS

- Media relations
- Press releases
- Story pitching
- Media lists
- Media monitoring
- Crisis communication
- Bylined articles
- Coverage reporting

CORE SKILLS

- Writing and editing
- Relationship building
- News sense
- Working under deadlines
- Client servicing

LANGUAGES

- English · Fluent
- Hindi · Native

Marketer Resume - Free