



RONAK THAKKAR

Dubai, United Arab Emirates

PR & Communications Professional

EDUCATION

KC College of Management Studies

2012-2013 | Post Graduation Diploma
– Specialization in Public Relations

K.P.B Hinduja College of Commerce

2009-2012 | BMM (Specialization in Advertising)

Thakur College of Commerce

2007-2009 | HSC (Specialization in Commerce)

University of Mumbai

2007 | SSC

Campaign Middle East

30 under 30 PR Faces to Watch 2022



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DOB: February 24, 1992



A good story never goes unheard

EXPERIENCE: 11 + years

FleishmanHillard

- **Associate Director** | August 2023 to Present
- **Account Director** | October 2021 to July 2023
- **Senior Account Manager** | June to September 2021
- **Account Manager** | February 2019 to May 2021

Leading Corporate and Technology Practice at FleishmanHillard Middle East with a team of over five executives for global brands such as Iot squared (a Saudi PIF company), Hewlett Packard Enterprise (HPE), Engie, SLB (previously known as Schlumberger), 3M, Bosch Middle East, Daikin, Seagate, Emerson, Philips-Signify, UBS, Agility Logistics, FedEx, Organon, Gilead, Department of Tourism Philippines, Museum of the Future, Fitbit, Bose, Berkshire Hathaway HomeServices, and a few others.

- A client lead, acting as a strategic advisor for integrated marketing campaigns and stakeholder management
- Developing and reviewing all formats of communications (PR, social media, internal, advertising, and C-Suite comms)
- Developing communication strategies, crisis playbooks, and scenarios
- Leading international and regional media relations and direct the team with a result-oriented approach
- Planning and execution of campaigns + evaluation of results against the set objectives
- Identifying and leading new business presentations to meet the business objectives of the company
- Appropriate use of business tools, planning, and management of team resources and hiring
- Advanced market research skills, both online and offline campaigns
- Developing, managing, and keeping track of company and client budgets against the set goals
- Managing and mentoring junior team members, undertaking internal planning meetings to keep up with the deadlines and client expectations.

Vincitore Real Estate Development

Corporate Communications Manager | November 2018 to January 2019

- Developing Marketing Strategy and communications plan
- Develop a full range of written materials including press releases, website, social media, advertisements, features, speeches, columns, brand guidelines, reports, etc.
- Media Relations, planning, strategizing, and implementing media events, testimonials, networking sessions, press conferences/briefings, preparing press kits, etc.
- Creating and Executing Lead Generation Campaigns
- Manage third-party suppliers, media buying and selling & designing brand collateral
- Develop story ideas, strategize and execute the same on digital platforms as well
- Brand collaborations, and media associations for events & activities
- Creating strategies and marketing plans for Social Media Platforms
- Managing the company's LinkedIn account
- Liaising with different departments for necessary approvals to release any communication externally.

Freelance Communications Consultant | August 2018 to October 2018

Worked for global and local communications agencies as a consultant to help them develop communication strategies and plans, draft content pieces like press releases, authored articles, and also managed media relations for their respective client's announcements.

FleishmanHillard

- **Account Manager & Media Specialist** | June 2017 to April 2018
- **Senior Account Executive** | December 2015 to May 2017

MUFG Bank (*As a part of FleishmanHillard India*)

Corporate Communications Specialist | June 2017 to March 2018

Managed a team of 3 & led the work for the global brands in the Corporate, Finance, Technology, Automobiles & Lifestyle sector.

- Liaising with the client, proactively offer and implement new ways to meet client needs
- Developing Strategy & Communications plan
- Develop a full range of written materials including press releases, features, columns, client correspondence and reports & managing products for media reviews
- Media relations -developing media contacts, helping other teams with media relations for their projects, guidance on the best ways to build media contacts & strengthen relations with the journalists
- Implementations of media events, press conferences/briefings, media tours, preparing press kits, etc.
- Team Management
- Creating & maintaining budget sheets, financial, CSR & coverage reports
- Manage third-party suppliers to clients, media buying and selling & designing brand collateral
- Actively involved in new business pitches, developing proposals for new business opportunities
- Develop story ideas, strategize and guide clients on the execution of the same on digital platforms
- Brand collaborations, and media associations for events and activities
- Suggesting ideas to the client and creating stories for social media platforms.

I have also worked on crisis management for Chevrolet in India- developing and strategizing region-specific communication, liaising with media on the necessary communications, and directing positive messages of the brand.

I was seconded to MUFG bank as a Corporate Communications Specialist via FleishmanHillard India to lead external and internal communications from the bank's India HQ. My main focus was to launch the intranet for the bank and undertake all the tasks related to branding, HR communications, CSR, internal communications, managing PR and advertising agencies, events, town hall meetings, speech writing for spokespeople, etc.

MSLGROUP

Account Executive | April 2014 to December 2015

- Liaising with the client, proactively offering and implementing new ways to meet client needs
- Developing Strategy and Communications plan
- Develop a full range of written materials including press releases, features, columns, client correspondence, and reports
- Media relations -developing media contacts, helping other teams with media relations for their projects, guidance on the best ways to build media contacts and strengthen relations with journalists
- Implementations of media events, press conferences/briefings, media tours, preparing press kits, etc.
- Maintain press car fleet and budget sheets for the entire region
- Manage third-party suppliers to clients
- Actively involved in New Business pitches, developing proposals for new business opportunities
- Brand associations
- Develop story ideas, strategize and guide clients on the execution of the same on digital platforms
- Brand collaborations, and media associations for events and activities
- Drafting social media posts for Facebook and Twitter, implementing and working on social media campaigns, etc.

I have also worked on crisis management for Volkswagen Passenger Cars India- developing and strategizing region-specific communication, liaising with media on the necessary communications, and directing positive messages of the brand.

Synergy Public Relations

- **Senior PR Executive** | November 2013 to April 2014
- **PR Executive** | October 2012 to November 2013

- Liaising with the client, proactively offering and implementing new ways to meet client needs
- Develop a full range of written materials including press releases, features, columns, client correspondence, and reports
- Media Relations
- Implementations of media events, press conferences/briefings, preparing press kits, etc
- Manage third-party suppliers to clients
- Develop story ideas, strategize and guide clients on the execution of the same on digital platforms
- Brand collaborations, and media associations for events and activities.

Priyadarshni Academy

PR Executive (Corporate Communications) | May 2012 to October 2012

- Inviting and managing media on the ground
- Creating pre, during, and post-event reports
- Designing and creating content for the branding collaterals like banners, advertisements, books, etc.
- Develop press releases, features, and columns
- Drafting social media posts for Facebook and Twitter, implementing and working on social media campaigns, etc
- Liaising with the Maharashtra government for necessary permissions and successful implementation of the event because of VIP guests present from political, Bollywood, science, and corporate industries.

AREAS OF EXPERTISE

- Communications Strategy
- International & Regional Media Relations
- Content Development
- Crisis Management
- Branding & Social Media

CORE STRENGTHS

- Content Strategy & Development
- Public Relations
- Media Relations
- Presentations, Public Speaking and Research
- Team Management