rishleen Kohli

## **About Me**

I have always loved working on myself and working with people for a greater goal. With a big-picture mentality and a taste for the different, I try to push my boundaries and grow out of discomfort by attempting to learn new things regularly. Fueled with passion and ambition, I am an articulate and quick-thinking young individual seeking to utilize my creative and innovative ideas in any project - more than able to aid in promotional efforts, advertising campaigns, and public relations initiatives.



# **Professional Skills**

- Microsoft Office
- Excel Sheet
- Google Slides and Documents
- Phlanx
- Later
- Media Eye
- Coverage Book
- Vuelio

#### Languages



#### Social

J) @aish

@aishleenkohli



Aishleen Kohli

# **Education**

Heriot-Watt University, Dubai 2020-2023

MA (Hons) in International Business Management with Marketing

### Delhi Private School, Dubai 2006-2020

High School Degree

### Experience

#### **Public Relations Assistant**

Katch Communications June 2023 - Present

- Handled luxury hotel accounts such as Address Beach Resort, Address
  Fountain views and Palace Downtown.
- Prepared weekly and monthly reports for clients.
- Prepared monthly listings and send it out to media.
- Send out press releases using the website Vuelio.
- Established and maintained relationships with influencers from all categories such Lifestyle, Food and Makeup.

- Assisted in brainstorming PR ideas for events.
- Accompanied Account Managers to meetings and took notes.

#### **Social Media Marketing Intern**

Yoke Communications May 2022 - October 2022

- Collaborated with Social Media Managers to execute digital media campaigns.
- Planned and executed strategic content calendars.
- Created and analyzed digital content for social media platforms such as Facebook, Instagram and Tiktok.
- Collaborated with copywriting team to generate captions and emails for different brands.
- Scheduled and maintained daily content through Later - a Social Media Management Platform.
- Managed social media accounts and handled Community Management for F&B, Fitness and Fashion industry.
- Conducted mothly reports on the performance of campaigns and presented the findings to managers
- Helped assist in content shooting.

### Get in touch

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#### Real Estate Support Intern

Homes Partner Real Estate May 2021 - July 2021

- Conducted thorough market research.
- Received formal training in primary and secondary calling.
- Maintained and followed up relationships with possible leads.
- Helped assist in the company's social media platforms.