

PRANAY GUPTA

CONTACT

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Delhi - NCR

PROFILE SUMMARY

Detail-oriented media student with a creative edge and experience in campaign ideation, copywriting, and visual branding as well as event-coordination, media communication and promotional activities. Adept at turning ideas into compelling brand narratives.

EDUCATION

2007-2022

MODERN ACADEMY SR SEC SCHOOL

- 10th - 90% (ICSE)
- 12th (PCM) - 81% (ISC)

2023-2026

VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES -TC

- Bachelor in Journalism & Mass Communication
- GPA: 9.4 / 10.0

SOFT SKILLS

- Team Leadership & Collaboration
- Public Relations
- Event&Workshop Coordination
- Time & Task Management
- Strategic Planning & Execution
- Effective Communication
- Critical Thinking
- Campaign Management

TECHNICAL SKILLS

- Microsoft Office
- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- CorelDraw
- AI tools

LANGUAGES

- English: Fluent
- Hindi: Fluent

WORK EXPERIENCE

The Hindu Newspaper

JULY 2024 - AUGUST 2024

Jr. Reporter | Education Beat Delhi

ARIEL Lenses

JULY 2025 - SEPTEMBER 2025

Designer | Marketing Intern

RESPONSIBILITIES

- Student Coordinator of Placement Team (2024 - Present)**
Vivekananda School of Journalism and Mass Communication
- Organizing Coordinator of Nalanda Students Forum - PRSI**
Vivekananda School of Journalism and Mass Communication
- Organizing Coordinator of Cultural Committee (2024 - Present)**
Vivekananda School of Journalism and Mass Communication

VOLUNTEER EXPERIENCES

- National Seminar, ICHR (2026) - Organizing Committee
- SPANDAN (2025) - Marketing Head, Spandan
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- SAMVAAD (2025) - Organising
- PSY-A-THON, Daulat Ram College (2025) - Volunteer
- INDO - RUSSIA PUBLIC RELATIONS & MEDIA CONFERENCE
- World's Largest Lesson, AIESEC, IIT-D (2023)
- TARK - VITARK 2.0, APD Tournament (2025)

PROJECTS

- AD Campaign - PATRANI, VASTRA RITU
- PR Campaign - AANGAN & AANCHAL
- IMC Campaign - ARIEL LENSES
- Various design projects of the College