

Palak Bagrecha Ashok

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Communications Strategies | Marketing Campaigns | Corporate Communications | Social Media Strategies | Public Relations
Content Marketing | Project Management | Customer Relationship Management | Digital Media Management

Education:

- **Northeastern University, Boston, MA:** Master's in Corporate Communication **July 2023**
- **Mount Carmel College, India:** Bachelor's in Business Administration, Finance **May 2018**

Certifications:

- Certified Scrum Master (CSM), Digital Media Management (NU), Writing Press Releases (LinkedIn), Crisis Communications (NU)

Marketing and Analytics Tools:

- **CRM Software:** Salesforce, Cision, Google Ads, MuckRack, HubSpot, Mailchimp, Hootsuite, Semrush
- **Digital Advertising:** Google Ads, Mailchimp, Hootsuite, Semrush
- **Analytics:** MS Excel, Google Analytics (Advance), Tableau

Design Tools: Adobe Creative Suite, Photoshop, Canva, Figma | **Web development:** HTML 5, CSS, Visual Studio

Management Tools: MS Project, JIRA, Asana, Monday.com, Google Suite, Smartsheet

Soft Skills: Storytelling, Social Media Trend Analysis, Public Speaking, Blog/article Writing, Time Management and Task Prioritization

Relevant Work Experience

Corporate Affairs Co-op | Biogen Inc, Boston, MA **Jul 2022 – Dec 2022**

- Assisted in building their new website consisting of **200+ pages** and **implemented SEO strategies** to revamp their digital presence.
- Used **Hootsuite** for **web analytics** to create **Monthly Analytics Reports**, representing the website pulse to the Steering Committee.
- **Increased website traffic** by approximately **292,000** visitors and reduced the **bounce rate from 80% to 50%** after the go-live phase.
- **Facilitated Social Council Meetings** to assess global communication projects developed by Biogen teams for the US market.
- **Collaborated with senior leadership** to update and create **intranet content and training materials** adhering with current **FDA guidelines**.
- **Engaged with external design agencies** to **enhance the UI/UX** of the website by conducting **A/B testing** across platforms.
- Managed **social media content** and assisted in **formulating SEO strategies** to enhance Biogen's website presence post launch.

Account Executive | PR Pundit, India **Feb 2021 – Jun 2021**

- **Conceptualized marketing campaign strategies** and **crafted press releases** for clients within the automobile, lifestyle, and FMCG sectors.
- **Supported B2B and B2C projects** by driving digital campaigns for clients by helping in **product launches to media releases** end to end.
- Facilitated endeavors by orchestrating **digital campaigns** for clients, guaranteeing **timely delivery & yielding impactful results**.
- Disseminated **press releases to over 350 media channels** using Cision while meticulously **tracking and documenting the media coverage**.
- Utilized **HARO** to connect with reporters and **maintain relationships** to circulate articles or press releases for client campaigns.

Public Relations Intern | Zeno Group – Edelman Group, India **Nov 2020 – Feb 2021**

- Contributed to business pitches, newsletters and launch of new marketing campaigns in **coordination with cross-functional teams**.
- Attained an average **organic traffic reach of over 150+**, coupled with a **300K AVE** (Ad Value Equivalent), for a lifestyle brand.
- Created and upheld industry-specific **media lists**, concurrently cultivating and overseeing **client and media relationships**.
- Conducted research to gather **market insights, industry trends**, and used google analytics to create dashboards to support PR strategies.
- Assisted in crafting and refining **brand messaging**, ensuring it was consistent across various communication channels.

Strategy and Operations Analyst (TMT) | Deloitte Touché Tohmatsu, LLP, India **Jun 2018 – Jan 2020**

- Aided in a **\$10 Bn Revenue Assurance and Fraud Management** project for a telecom client conducting **budget analysis**.
- Conducted **RAID analysis** to recognize financial pain points and **developed new profit-making strategies** to reduce risk.
- **Led the transition** of the data analytics team from **Waterfall to Agile methodologies** for a **€12.6 billion** sales forecasting project.
- **Trained team of 25** to use **JIRA** achieving a **sales growth of 2.9% (2019)** from 1.2% (2018) for a giant FMCG player
- Formulated **comprehensive project scopes, risk mitigation plans, and budgets** to effectively execute data-driven projects.

Extra Curriculars

Husky Communicators: Treasurer **Sept 2022 – Jul 2023**

- Led the writing team by reviewing and editing content to be published on the official website of [Husky Communicators](#)
- Produced articles and wrote blogs by interviewing alumni and covering trending topics within the student committee of Northeastern
- Liaisoned between professors, members of the club and external professionals for on campus events like panel discussions
- Managed finances and budgeting for networking events by leading and coordinating a team of 15 members