

EXECUTIVE SUMMARY

Public Relations, Communication and Media maverick. Passionate about technology intersecting with human society and stories influencing humans. I firmly believe in the power of words that can inspire, transform and engage.

HOW TO CONTACT ME

Twitter: @ankitv
+919819000393
ankit.vengurlekar@gmail.com

ANKIT VENGURLEKAR

CORPORATE COMMUNICATION & MEDIA STRATEGIST



MY EXPERTISE

Corporate Communication & PR strategy
Digital Video Content Strategy
Media Management
Marketing Campaign
Social Media Strategy
Creative Leadership
Video storytelling

PERSONAL REFERENCES

Anurag Iyer - 9702477333
Brand Solutions Lead - ByteDance

Saket Saurabh - 9819148512
Entertainment Partnerships Head - Facebook India

Dhruvank Vaidya - 9819066885
Director - M&A, Bennett Coleman

"IN EVERY WALK WITH NATURE ONE RECEIVES FAR MORE THAN HE SEEKS"

RELEVANT EXPERIENCE

ASSOCIATE DIRECTOR - PR + CORPORATE COMMUNICATION
XIAOMI INDIA | SEPT '19 - PRESENT

- Design and deploy corporate communication strategy for India market
- Build local leadership profiles and drive media coverage
- Recalibrate India PR strategy & media outreach to amplify positive product coverage
- Crisis management for local & international markets (Bangladesh, Nepal, Sri Lanka)
- Global sync up with China, Europe and SEA teams
- IP and Content Creation for social media channels
- Mentoring and Training on social media & video best practices
- Keynote Speaker

VICE PRESIDENT - CONTENT

#fame digital | Aug 2014 - June 2016

- Leading creative content to build a network of 1000 content creators
- Build and execute digital video IPs with tier 1 brands like Lakme, Close-up, HDFC, Taj Mahal tea
- Lead content creation with India's biggest celebrities across film, fashion, comedy and food

TV NEWS ANCHOR

Network 18 | Aug 2005 - July 2014

- Technology show TV anchor for 10 years
- Built successful TV shows on consumer technology, automobiles, personal finance, food and travel
- Built relationships with technology companies to drive branded content solutions