



Karishma Hingorani

Senior Communications Professional

Work Experience

Account Manager March 2022-present

Weber Shandwick MENAT | Dubai, UAE

Leading end to end communications, strategic planning and media relations for a wide range of clients including PepsiCo AMESA CEO Executive Profiling, Citizens School Dubai, Five Guys UAE, Dubai Holding Entertainment, Roxy Cinemas, Dubai Parks & Resorts, Green Planet, Global Village, Snap Inc., Property Finder, Shamal Holding, Dubai Harbour and Netflix. Selected for the Dubai Lynx Academy expert-led mentorship program, as one among 30 individuals from across the country.

Winner of Bronze Award for Citizens School for Best Use of Data and Insights at the Middle East Public Relations Association (MEPRA) Awards 2022, shortlisted for PRCA Best Use of Media Relations. Shortlisted among top 3 teams for the PRCA MENA Young Lions 2023 Award.

Podcaster & Entrepreneur 2020-present

Karishma Konnect | Dubai, UAE

Connecting, Kurating, Kreating and Kommunicating with a wide range of audiences from around the world through [bi-weekly episodes](#) covering people from all walks of life, streaming across leading video/audio platforms.

Editor 2021

ITP Media Group | Dubai, UAE

Spearheaded production, execution and management of Digital Studio ME across digital, 44 page print magazine, video and social products and platforms, including sister websites - Arabian Business, ITP.net and Aviation Business. Actively engaged with high-level global and regional C-Suite Executives including government personalities and top leaders, delivering over five exclusives each week, boosting audience reach and commercial value.

English Content Manager (Secondment) 2019-2020

Department of Economy and Tourism | Dubai, UAE

Seconded through Impact Proximity BBDO while pursuing post-graduation alongside. Played a key role in the development and migration of Visit Dubai's new website across all four customer segments including trade, leisure, corporate and business. Collaborated across front-end and back-end technicalities on the Sitecore CMS platform, having also created training materials for team members. Accelerated delivery with advanced proficiency in HTML, Bynder, Gather, SEO, DevOps, design thinking, image optimization and user experience writing.

Previous Experience 2013-2019

Senior Internal Communications Manager, Edelman, Dubai, UAE, 2021
PR Executive, 20:20 MSL, Publicis, India, 2019
Creative Copy Intern, Impact BBDO, UAE, 2018
Entertainment Reporter, The Quint, India, 2017
Content Writer, Lexiconn Content Services Pvt. Ltd. India, 2016
Summer Intern, The Hindu, India, 2015
Writer & Former Intern, Kendal & Co, UAE, 2016
Writer, B-Change, UAE, 2015-2016
Social Media Specialist, Shirley Conlon Organics, UAE, 2016
PR Assistant, Dubai International Film Festival, 2015
Saffron Media & Entertainment FZ L.L.C, UAE, 2014 & 2015

Konnect

-  +971 55 9963191
-  karishmainmail@gmail.com
-  www.karishmakonnect.com
www.linktr.ee/karikonnect
-  Currently in Dubai, United Arab Emirates

About Me

A highly confident, focused, pro-active and self-motivated individual with a strong passion for innovative storytelling, strategic planning and communications. Capable of foreseeing the bigger picture and driving successes across diverse clientele. Inclusive and collaborative team leader with advanced skill sets in team building and development.

Education

Master of Arts by Research, English Literature

National University of Singapore
2017-2020

Bachelor of Arts, Media & Communications (PR & Events)

Manipal University, Dubai, UAE
2013-2016

Humanities - High School

Delhi Private School, Sharjah, UAE
2012-2013

Skills

Management Skills: Strategic planning and execution, research, events, brand management, C-Suite profiling, internal communications, social media, media reporting, media buying, press releases, editorials, written communications, media relations, storytelling, narratives, content creation, creative thinking, crisis communications, influencer management, interviewing, negotiation, research, stakeholder and team leadership

Technical Skills: MS Office, Adobe Creative Suite, DaVinci Resolve, Sitecore, Signal, CARMA, Meltwater and Search Engine Optimization



Konnect

-  +971 55 9963191
-  karishmainmail@gmail.com
-  www.karishmakonnect.com
-  Currently in Dubai, United Arab Emirates

Hey there!

Hope this note finds you at your best!

I would like to introduce myself as a highly confident, self-motivated, proactive and focused individual with a passion for innovative storytelling, strategic planning and integrated communications. Having started over a decade ago, I have had one motto since the beginning - to learn, unlearn, develop, grow, lead with integrated intel and 360 degree exposure to every aspect of communications. All for one reason - to create an impact by telling any story in the best way possible. Six years into the field professionally, I continue to pursue the same, having delivered successes for several clients across diverse sectors with my nuanced ability to think beyond and foresee the bigger picture.

As a strong communicator, my core skill sets include planning, writing, strategy, media relations, along with the ability to transform results, build traction and sustain momentum while at it. A collaborative team leader, I strongly believe in inclusivity and team development by growing together, but also encouraging individual journeys to create more efficient pathways for success.

In my efforts to give back to the community I am passionate about, I have also single-handedly launched a podcast platform called Karishma Konnect featuring diverse minds from around the world, exploring their unique pursuits in life and business.

With all this and more, I am keen on joining your valuable team and achieving many more big wins together. I look forward to growing together in an industry that continues to inspire me every day with its endless possibilities, dynamic ideas, diverse connections and immense capability to drive change across industries.

Hoping to konnect soon!

Karishma Hingorani