Toronto, ON | **Tel**: (647) 781-9319 | **Email:** [ayushmanp27@outlook.com](mailto:ayushmanp27@outlook.com) | [LinkedIn](https://www.linkedin.com/in/ayushman-pisupati/) | [Portfolio](https://fallowstag.wixsite.com/ayushman)

**PROFESSIONAL SUMMARY:**

Enthusiastic communicator and digital storyteller seeking a role in public relations. Eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Featured on CBC Radio and CBC TV for my role in producing impactful video content for the ‘Dear Toronto’ campaign, generating over 10,000 impressions across social media platforms, demonstrating media relations prowess and content production expertise.

**SKILLS:**

* **Video Production:** Adobe Creative Suite, CapCut, Retouching, Color Correction, Audio Mixing
* **Social Media Management:** Hootsuite, Meltwater, Canva, Cision, MR2P, Content Creation, Engagement Strategies, Trend Analysis
* **Creative Strategies:** Scriptwriting, Storyboarding, Content Calendar Development, Pitching Ideas
* **Communication:** Media relations, Event management, CP style copywriting and copy editing, SEO Optimization

**WORK EXPERIENCE:**

**Freelance video editor | Hope Air, Toronto** Nov 2023 - Current

* Collaborated with client to understand their vision and deliver content that exceeded expectations
* Edited and crafted patient interviews into engaging testimonials, showcasing the impact of Hope Air’s services.
* Created video content aimed at increasing travel arrangements and reaching potential donors, enhancing fundraising efforts.

**Public relations intern | Hope Air, Toronto** Aug 2023 – Oct 2023

* Strategically created and optimized content for social media platforms, including X (Twitter), Instagram and LinkedIn, boosting user engagement and follower growth, which assisted in bringing 144% more travel arrangements in 2023 over 2022 for Hope Air
* Drafted and edited critical communications materials, including blog posts, press releases and briefing documents
* Developed video content for Hope Air's social media to increase brand awareness and reach, helped make over 24,000 travel arrangements and reached 560 communities and 2950 patients across Canada
* Developed and managed a database of media contacts and built targeted media lists
* Assisted the MarCom team with media relations, including pitching and outreach

**News writing intern | Vivify Media, India** Jun 2020 – Jan 2021

* Initiated and led the English news section producing SEO-optimized articles creating a 10% increase in web traffic
* Covered diverse news beats, ensuring accuracy of news stories through fact-checking, grammar and spell-checks
* Consistently delivered high-quality content, pivotal in expanding the outlet's English-language news readership, which saw a substantial 30% increase.

**PROJECTS AND VOLUNTEERING:**

**Dear Toronto campaign (Client: Centennial College) Toronto** 2023

* Led visual content production, overseeing all aspects from conception to final production
* Generated an 8.5% increase in YouTube traffic and secured significant media coverage, resulting in over 10,000 engagements on CBC’s media channels
* Assisted with media relations, including pitching and outreach, drafted media pitches and backgrounders, prepared summary reports for clients, prepared presentations, including editing, formatting, and management of decks
* Worked with visual content assets such as infographics and videos, producing three distinct videos for the client

**Events**

* Organized a Latin-themed fundraising event called ‘Noche Latina’ in 2023, raising over $300 for Romero House
* Volunteered for Hope Air’s first-ever ‘Haul for Hope’ fundraiser event, raising $100,000. Assisted as Volunteer Liaison and Photographer

**EDUCATION:**

**Graduate Certificate Public Relations – Corporate Communications** - Centennial College Sept 2023

**Graduate Certificate Documentary Filmmaking** - Seneca Polytechnic Sept 2022

**Bachelor of Arts – Mass Communication** - Loyola Academy Degree and PG College, India 2018 – 2021