



VAIDEHI CHATURVEDI

BBA Media

Advertisement, Event & Public Relations

Semester Three

(School of Media & Communication Studies)

ABOUT ME

I am an enthusiastic person having a keen interest in event management & public relation from quite some time and currently I am pursuing a three-year course to understand and study event management and public relations better.

INTERESTS

Communicating with people, Copywriting, Creative Designing, Copywriting & Storytelling. My biggest strength is teamwork and communication which helps me work with anyone in any kind of situation.

WORK EXPERIENCE

Intern at BOI Media: Mumbai based Event Management Company (Corporate events)

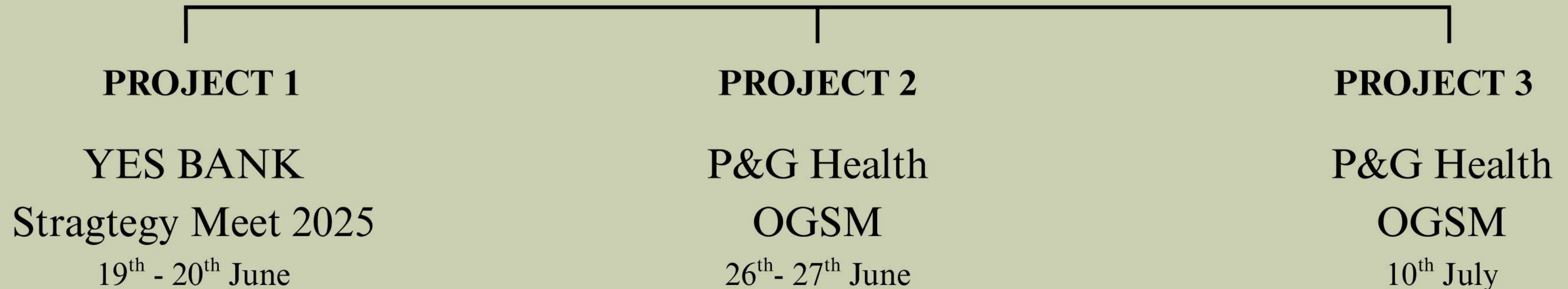
Position: Production Operations Intern (from 27-05-2025 till 27-07-2025)

Responsibilities:

Collaborate with the production operations team in planning and executing events.

Assist in coordinating logistics, equipment setup, etc.

Handling on-site event management and troubleshooting.



PROJECT 1

YES BANK
Strategy Meet 2025
19th - 20th June



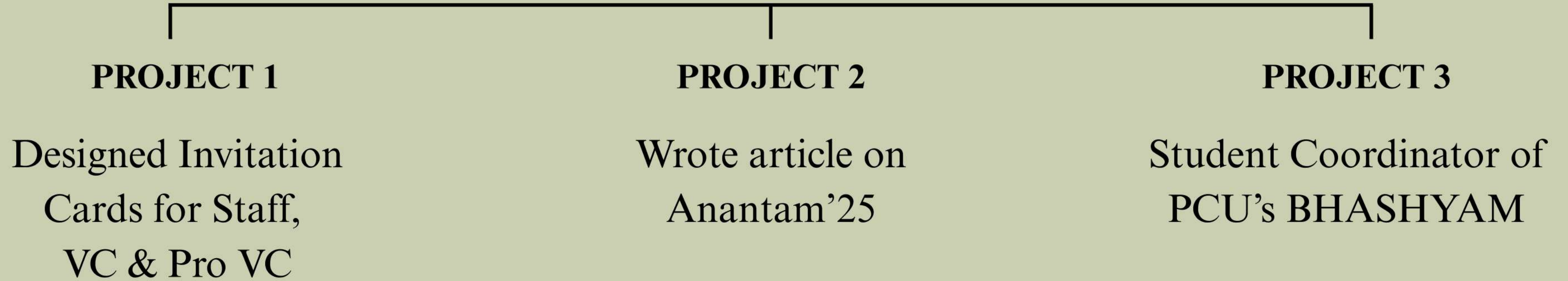
PROJECT 2&3

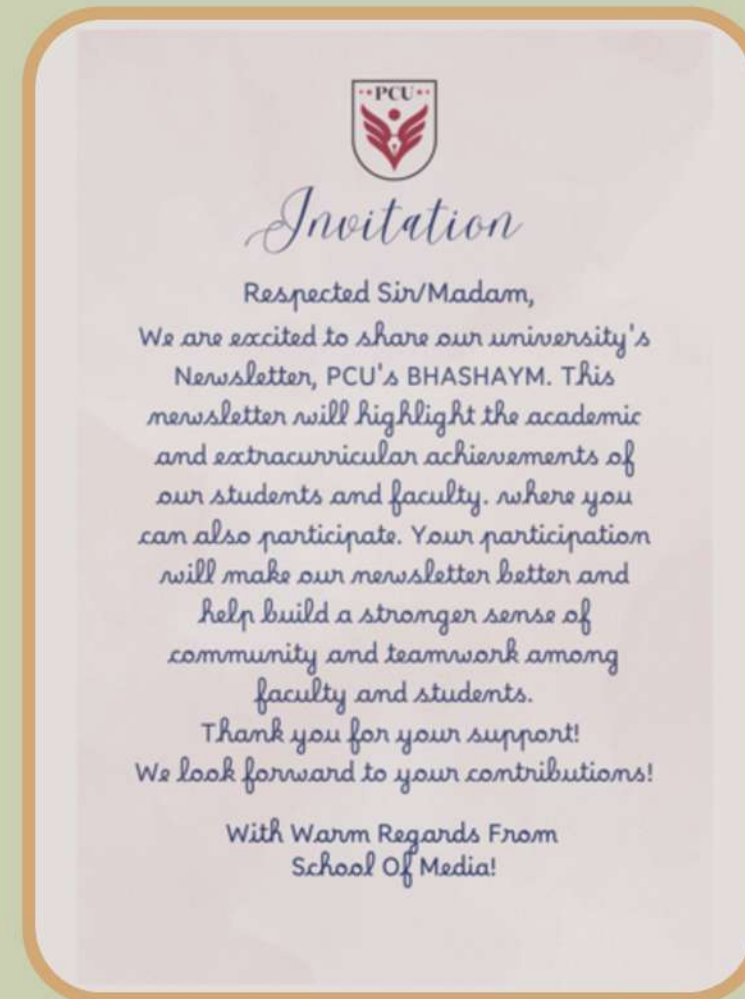
P&G Health OGSM



ACADEMIC PROJECTS

PCU's BHASHYAM





Students Editorial Board		
Editorial Team 1. Aditi Salve 2. Vaidehi Chaturvedi 3. Kanak Saha (SY BBA Management) 4. Jyoti Arora 5. Aditi Munjal 6. Riddhi Pundge 7. Jessica Joseph 8. Varun Suryavanshi 9. Akash Patil	Design Team 1. Atharva Bhaskar 2. Adesh Jain (JY BTech) 3. Arav Behere 4. Maahi Chavan 5. Raj Sarpate 6. Nabarun Sarmah	Photography Team 1. Samodh Shegokar (SY BTech) 2. Devendra Bhor 3. Monish 4. Shrushti Upadhye 5. Shambhu Jagtap 6. Ayush Ade 7. Abhishek Maurya



LANDSCAPE PHOTOGRAPHY



ACADEMIC HIGHLIGHTS

Subjects Studied: Film Appreciation, Advertisement & public relation, Mobile content creation news analysis, Marketing, Film studies and Digital content creation.

PROJECTS AND CASE STUDIES

- News analysis of Indian news channels on geopolitical issues of India and Pakistan.
- Ad campaign for sustainable fashion brand.
- Audio and video storytelling, planning production and editing.
- Social media coordinator of PCU's IIC official handles.

CAREER OBJECTIVES

My goal is to work on impactful campaigns, immersive events, and visual storytelling projects that push boundaries and bring ideas to life. I'm continuously learning, evolving, and looking to collaborate with teams that value innovation, strategy, and hardwork.

MAJOR EVENTS MANAGED AND ATTENDED

Global Entrepreneurs Conclave 2025: Core PR team and media management.

Principal's Conclave (University level): Core management media and public relation team.

HR Summit 2024: Student coordinator, media team.

Anantam 2025(University cultural festival): Participant and media management

PCU's Bhashyam (University's monthly newsletter): Student coordinator of Student's Editorial Board.

CERTIFICATES

- **SCRIPT WRITING: WRITE A PILOT EPISODE FOR A T.V. OR WEB SERIES.**
(Michigan State University)
- **INTERNATIONAL ENTERTAINMENT AND SPORTS MARKETING**
(Yonsei University)
- **SEEING THROUGH PHOTOGRAPHS**
(The Museum of Modern Art)
- **THE NUTS AND BOLTS OF PUBLIC RELATIONS**
(University of Colorado Boulder)
- **PRINCIPLES OF PUBLIC RELATIONS**
(University of Colorado Boulder)

GET IN TOUCH



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<https://rb.gy/cpfguf>