

AKSHAY DHIMAN

Email: akshaydhimanofficial@icloud.com

Contact: +918279991895

Professional Summary

Dynamic and results-oriented communications strategist with a Master's degree in Mass Communication and Journalism as well as proven experience in brand building, public relations, and audience engagement. Adept at crafting compelling narratives, shaping public perception, and driving strategic visibility across diverse platforms. Known for turning bold ideas into impactful campaigns that align with brand values and resonate with target audiences. Brings a unique ability to merge creativity with commercial goals especially in fast-paced, reputation-sensitive environments. Committed to delivering high-impact communication strategies that inspire trust, engagement, and growth.

Key Skills

- Brand Strategy & Public Image Building
 - Campaign Planning & Execution
 - Political Messaging & Speechwriting
 - Visual Brand Storytelling & Filmmaking
 - Public Relations & Reputation Management
 - Social Media Strategy
 - Community Engagement
-

Education

Master of Arts, Journalism & Mass Communication, June 2021
— Chaudhary Charan Singh University, Meerut, Uttar Pradesh, India

Bachelor of Science, Cinema, Jun. 2020
— Asian Academy of Film & Television, Noida, Uttar Pradesh, India

Professional Work Experience

Brand Strategy & Public Relations Advisor

The Roar Clothing | March 2024 - February 2025

- Growth in Public image and brand growth strategy, resulting in a 30% increase in social media engagement within 6 months
- Designed and executed culturally resonant campaigns that improved brand recall among young urban audiences
- Developed influencer and event-based marketing initiatives, boosting footfall and online interactions across platforms
- Advised on brand tone, identity, and public presence, contributing to a stronger, unified message across digital channels
- Played a key role in positioning Roar Clothing as a relatable, values-driven streetwear brand in a competitive market
- Contributed strategic input on product launches, seasonal campaigns, and content themes to drive engagement and conversion
- Provided weekly reporting and insights on public sentiment, social performance, and brand impact metrics
- Ensured alignment between brand strategy and customer perception through ongoing feedback loops and creative testing

Freelance Work

Self-employed | May, 2022 – Nov. 2023

- Advised entrepreneurs, early-stage startups, and public figures on strategies to build, grow, and manage public perception
- Crafted brand narratives and campaign blueprints aligned with audience psychology and evolving media trends
- Partnered with independent music artists and niche labels to shape visual identity, strengthen fan engagement, and promote releases
- Created culturally relevant storytelling campaigns to connect music brands with urban audiences
- Collaborated with local politicians on speech writing, campaign messaging, and grassroots strategies for voter engagement
- Designed public outreach plans and media positioning that increased local visibility and positive sentiment
- Proposed high-impact public activities that generated earned media attention and social credibility
- Identified timing, platforms, and messaging strategies for personal brand moves and public announcements
- Delivered actionable creative direction and strategic insight to support long-term reputation growth and audience trust

Languages

- English - (Fluent)
- Hindi - (Native)