

# Ved Rao

## Public Relations Officer

VR

Hyderabad, India   ved.rao@example.com   Fictional sample

### 01 Professional profile

Public Relations Officer with an illustrative 11-year career focused on media relations, press materials and issue coordination. Core strengths include Media research, Press writing and Spokesperson briefs. Selected examples describe the challenge, contribution and handover materials.

### 02 Professional experience

Jul 2022 - Present

#### Public Relations Officer

Asterline Brand Practice · Hyderabad

Delivered defined workstreams in media relations, press materials and issue coordination, coordinating reviewers and delivery partners.

- Prepared a fact-checked release, background notes and a spokesperson question brief.
- Created an approval-led holding statement process and a shared factual update record.

Jul 2018 - Jun 2022

#### Public Relations Officer

Northmere Brand Practice · Hyderabad

Developed hands-on experience across media relations, press materials and issue coordination, with a defined review process.

- Used media research and issue monitoring on assigned work; recorded decisions so colleagues could understand the approach.
- Prepared handover materials and incorporated specialist feedback before closing the workstream.

Jul 2015 - Jun 2018

#### Communications Associate

Cedarfield Brand Practice · Hyderabad

Built foundations through supported assignments, observation and practical feedback.

- Assisted with press writing and event communication, checking work with an experienced reviewer.
- Kept organised work records and developed clear handover habits through supervised practice.

#### EXPERTISE

##### Core capabilities

Media research

Press writing

Spokesperson briefs

Issue monitoring

Event communication

Fact checking

#### SELECTED WORK

##### Research launch press desk

Press kit and media response log

##### Issue response preparation

Response workflow and briefing template

#### LANGUAGES

English - professional working

Hindi - professional working

#### CAREER CONTEXT

11 years in this illustrative career.

Three appointments.

Full work examples on page 2.

03 Narratives & communications

*Clear communication, earned through trust.*

|                                                                                                                                                                     |                                                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>WORK EXAMPLE 01 / ILLUSTRATIVE</div> <div>Research launch press desk</div> <div>Prepared for handover</div> <div>Press kit and media response log</div>        | <div>Context</div> <div>Journalists needed accessible context without overstated findings.</div> <div>Contribution</div> <div>Prepared a fact-checked release, background notes and a spokesperson question brief.</div> |
| <div>WORK EXAMPLE 02 / ILLUSTRATIVE</div> <div>Issue response preparation</div> <div>Prepared for handover</div> <div>Response workflow and briefing template</div> | <div>Context</div> <div>Teams lacked an agreed source of facts during public queries.</div> <div>Contribution</div> <div>Created an approval-led holding statement process and a shared factual update record.</div>     |

04 Education

|                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>2013 – 2015</div> <div>Master's in Public Relations</div> <div>Asterbridge Institute of Professional Studies</div> <div>Specialist study with a practice focus on media research and press writing.</div>                                                 |
| <div>2009 – 2013</div> <div>Bachelor-level study in the relevant discipline</div> <div>Cedarhaven College of Applied Studies</div> <div>Foundation study, practical assignments and supervised learning. Fictional institution and qualification record.</div> |

05 Professional development

|                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>2024</div> <div>Media research - advanced practice workshop</div> <div>Scenario exercises and peer review in media relations, press materials and issue coordination.</div>                                                                                   |
| <div>2025</div> <div>Issue monitoring - reflective practice seminar</div> <div>Applied learning reviewed through a bounded example and a written reflection.</div> <div>Continuing learning examples, not licences or independently verified certifications.</div> |

06 Practice & evidence notes

| Work focus                                              | Evidence status                                              | Contribution scope                                 |
|---------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------|
| Media relations, press materials and issue coordination | Illustrative work descriptions; no source artefacts attached | Owned the stated workstream, not all team outcomes |

Every employer and institution in this CV is fictional. The two work examples describe individual contributions; supporting artefacts and externally measured outcomes are not supplied. Replace example information with accurate records and permission-cleared work before using this CV.