



Goa University

Shenoi Goembab School of Languages and Literature

and

Directorate of Student Placement and Alumni Relations

Report on Converge 2.0 Shiksha Udyojak Sangam: Academic – Industry Summit

Session on “A Career in Media: What's in It for Me Beyond Journalism, Social Media, and Influencers?”

1. Title of the Event/Activity/program	Converge 2.0 Shiksha Udyojak Sangam: Academic – Industry Summit Session on “A Career in Media: What's in It for Me Beyond Journalism, Social Media, and Influencers?”
2. Date and Time	Friday 7 th March 2025, Time: 12:00 pm to 1:00 pm
3. Mode of conduct (Physical/Online)	Physical Mode Venue: BG-31, Faculty Block B
4. School/ Directorate/ Section	Shenoi Goembab School of Languages and Literature, and Directorate of Student Placement and Alumni Relations
5. Collaborating Agency/School/Directorate	Directorate of Higher Education, Government of Goa and Goa State Higher Education Council
6. Detail of the Resource Person (Brief biodata)	Mr. Nikhil Pereira is a seasoned communications strategist with over 15 years of international experience in public relations, multimedia, and broadcasting. Having worked across multiple continents, he brings a wealth of expertise in strategic communications and



	<p>media dynamics. Currently based in Goa, India, he has contributed to diverse organizations, effectively leveraging digital platforms to enhance engagement and outreach. He holds an MSc in Strategic Communication and Public Relations from Queen Margaret University, Edinburgh, where he graduated with Merit. His academic background in digital communications, media theory, ethics, public affairs, international markets, consumer behavior, and research methods complements his extensive practical experience, making him a well-rounded expert in the field.</p>
7. Number of Faculty attended/participated	1
8. Number of Student attended / participated	30
9. No. of external students/faculty/other participants	-
10. The objectives of the Program/activity/event	<ul style="list-style-type: none"> • To provide insights into diverse career paths in media beyond journalism, social media, and influencer marketing, highlighting opportunities in public relations, content strategy, digital marketing, and corporate communications. • To equip students with knowledge about the essential skills, industry trends, and professional competencies required to thrive in media-related careers, ensuring they align their academic learning with real-world demands. • To guide students in making informed career decisions by understanding the evolving media landscape, the importance of networking, and strategies for skill development, enabling them to scale up and succeed in the industry.
11. Description of the Program/activity/event	<p>The talk "A Career in Media: What's in It for Me Beyond Journalism, Social Media, and Influencers?" provided students with an in-depth understanding of the diverse career</p>



	<p>opportunities available in the industry. Led by Mr. Nikhil Pereira, a seasoned communications strategist, the session explored roles in public relations, content strategy, digital marketing, corporate communications, and media consultancy. He shared real-world experiences, industry trends, and key skills essential for success, offering students practical insights into navigating the evolving media landscape. The interactive discussion encouraged students to ask questions, gain clarity on career pathways, and develop strategies for long-term professional growth.</p>
<p>12. Benefit/Key outcomes of the Program/activity/event</p>	<ul style="list-style-type: none"> • Students gained a broader understanding of careers beyond traditional journalism, social media, and influencer roles, exploring opportunities in public relations, digital marketing, content strategy, and corporate communications. • Participants acquired insights into the key skills, industry expectations, and emerging trends necessary for a successful career in media, helping them align their academic learning with real-world demands. • Attendees left with practical strategies for career growth, networking, and professional development, empowering them to make informed decisions and navigate the evolving media landscape with confidence.
<p>13. Enclosures with report</p>	<p>Flyer, Geo-tag photos, Attendance of participants, Bio Data of resource person.</p>

**Mr. Akash Bhosle
& Ms. Poorwa Naik**
Co-ordinators
Session Co-ordinators

Dr. Narayan Parab
Co-ordinator
Converge 2.0 and
TIP Committee

Dr. Rupesh Patre
Director, DSPAR

Prof. Anuradha Wagle
Dean, Shenoi
Goembab School of
Languages and
Literature

Date: 07/03/2025





Government of Goa
GOA STATE HIGHER EDUCATION COUNCIL
DIRECTORATE OF HIGHER EDUCATION



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Converge 2.0

Shiksha Udyojak Sangam

Academia-Industry Summit

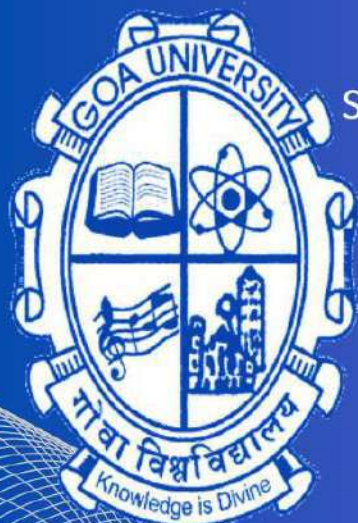
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Goa University

Shenoi Goembab School of Languages and Literature



A Career in Media: What's in it for me beyond journalism, social media, and influencers?



Nikhil Pereira

**Content Strategist, Public Relations Practitioner,
Digital Marketing**

**7th March 2025
12 noon to 1:00 pm**

**BG-31, Faculty Block B,
Goa University**

Mr. Akash Bhosle and Ms. Poorwa Naik
Faculty Co-ordinators

Prof. Anuradha Wagle
Dean, SGSLL

Dr. Narayan Parab
Co-ordinator, TIP Committee

Dr. Rupesh Patre
Director, DSPAR



Mr. Nikhil Pereira engages students with real-world insights during an inspiring career guidance session.



Students listen intently as Mr. Nikhil Pereira shares practical advice on navigating their future paths.



Mr. Nikhil Pereira encourages students to ask questions and think beyond the classroom.



Group photo with Mr. Nikhil Pereira following an insightful and informative career guidance session.



Goa University

Converge 2.0 Shiksha Udyojak Sangam: Academic – Industry Summit

Name of the School: SHENOI GOEMBAR SCHOOL OF LANGUAGES & LITERATURE

Topic: ACADEMY IN MEDIA: WHAT'S IN IT FOR ME BEYOND JOURNALISM, SOCIAL MEDIA, AND INFLUENCERS?

Name and Designation of Resource Person: NIKHIL PEREIRA, CONTENT STRATEGIST

Date and Time: 7th MARCH 2025 (12pm - 1pm)

ATTENDANCE

Sr. No.	Name of the Participant	Student/Faculty	Class	Signature
1	TISHA C GONSALVES	STUDENT	MA ENGLISH	Tisha
2	SINA S. GAWAS	STUDENT	MA ENGLISH II	Sina
3	AMULLYAA SATARDEKAR	STUDENT	MA ENG-II	Amulya
4	TRADNYA D. NAIK	STUDENT	MA ENG-II	Tradnya
5	KARISHAMA GAWDE	STUDENT	MA ENG-II	Karishama
6	SHRUTIKA NAIK	STUDENT	MA ENG-II	Shrutika
7	Meha thez Naregal	"	"	Meha
8	Xitija Dessai	"	"	Xitija
9	Vaibhavi Kanthankar	STUDENT	MA ENG-II	Vaibhavi
10	Prasiddhi Khosruvekar	Student	MA ENG-II	Prasiddhi
11	Gaayathri S	Student	MA ENG-II	Gaayathri
12	Sneha S. Borkar	Student	MA ENG-II	Sneha
13	Gayatri Kadam	student	MA ENG-II	Gayatri
14	Anchana A. Kelkar	Student	MA English II	Anchana
15	Jyoti Menon	Journalist		Jyoti
16	Suman Monteiro	Student	MA English II	Suman
17	Shanalee Jorge	student	MA-English II	Shanalee
18	Shreshth S. Gaunkar	Student	MA English II	Shreshth
19	Mitali Shirwadkar	student	MA English II	Mitali
20	Nidhi Naik	Student	MA English II	Nidhi
21	Nayshil Alvaris	Student	MA English II	Nayshil
22	Flanka Basseto	Student	MA English II	Flanka
23	Chiara Jourdain	Student	MA English	Chiara
24	Bhakti Shetkar	student	M.A English II	Bhakti
25	Sneha Gaunkar	Student	M.A Eng II	Sneha

Dr. Narayan Parab
Name and Signature of
TIP Co-ordinator



AKASH BHOSLE
Name and Signature of
Session Co-ordinator

AKASH BHOSLE
Name and Signature of
Session Co-ordinator

Contact

www.linkedin.com/in/nik-pereira
(LinkedIn)

Top Skills

Account Management
Strategic Communications
Key Performance Indicators

Languages

Hindi (Professional Working)
French (Elementary)
English (Native or Bilingual)

Publications

Intelligent SME

Nikhil Pereira

Strategy, PR, and Storytelling at Weber Shandwick
India

Summary

Editor turned public relations practitioner. I began my career in 2008 as a sports journalist and carousel reporter in the broadcast sector, covering many local and international sports tournaments, interviews, and exposés.

I moved to the UAE in 2012, where I remained for almost a decade as a B2B press editor and had a stint in public relations. At ITP Media Group I worked across various publications, harnessing my skills as a B2B editor. Brands included Hotelier Middle East, Facilities Management Middle East, Digital Studio Middle East, Logistics Middle East, Caterer Middle East. I occasionally contributed to ITP's flagship publication Arabian Business, lending subject matter expertise on different verticals. I was also the founding editor of Apps Middle East and a few other SME B2B publications.

I moved to Scotland in 2021 to pursue a full-time MSc in Strategic Communications and Public Relations. This significant transition involved taking a break from work to fully immerse myself and gain a broader and deeper understanding of PR science. After graduating, I worked as a PR Account Manager at Hot Tin Roof for two years until parting ways with the agency at the end of 2024, enabling my return to India and concluding nearly 15 years living and working as an expat.

Experience

Weber Shandwick
Senior Manager Business Development and Marketing
March 2025 - Present (4 months)
Mumbai, Maharashtra, India

Hot Tin Roof PR
Public Relations Account Manager
December 2022 - November 2024 (2 years)

Edinburgh, Scotland, United Kingdom

The Hope Project Scotland

Strategic Communications Consultant

September 2021 - October 2024 (3 years 2 months)

Glasgow, Scotland, United Kingdom

- Setting the strategic communication agenda of The Hope Project Scotland from scratch.
- Overseeing website redesign with a view to inform, educate, and fundraise for the charity.
- Transform image of the charitable trust from a 'part-time' and 'volunteer only' organisation to a professionally run non-profit charity company.
- Align communications with the board and founder's vision.
- Oversee press releases drafts, blogs, articles, and interviews in conjunction with strategic objectives.
- Project manage various elements of the communications strategy, along with overseeing volunteers and external suppliers.

Centurian Media Ltd

Editor

February 2022 - May 2022 (4 months)

United Kingdom

Editor at International Fire & Safety Journal

- Responsible for all editorial planning and strategic direction of the international platform
- SEO-friendly web-based articles and newsletters
- To engage with global players in the fire and safety industry, and steer on trends and market research
- Strategise content marketing and align with company's marketing plans

Scotland Food & Drink

Marketing Communications Specialist

August 2021 - October 2021 (3 months)

Edinburgh, Scotland, United Kingdom

Create value for East Lothian Food & Drink's* 42 member companies with businesses and the general public in Edinburgh.

Conceptualised social media competition to boost participation and visibility of member companies

Change agents for businesses and local residents to shop local and support home-grown / maintained business.

*East Lothian Food & Drink County is an arm of Scotland Food & Drink.

ITP Media Group

Editor

August 2015 - February 2021 (5 years 7 months)

Dubai

JULY 2019 - FEBRUARY 2021

Editor of Digital Studio Middle East, the region's foremost and oldest publication on the media production and broadcast sector.

OCTOBER 2018 - JUNE 2019

Promoted to the role of Editor of all Facilities Management Middle East-related platforms.

JUNE 2017 - OCTOBER 2018

Deputy editor of Facilities Management Middle East.

Managing all editorial activities for the monthly B2B publication. I also oversaw the launch of its dedicated website (www.fm-middleeast.com) - working with the technical team on better optimising the design and aesthetics ahead of its launch.

AUGUST 2015 to MAY 2017

Features writer of Hotelier Middle East. Doing a host of features and interviews, while contributing to sister-titles Caterer Middle East and Hotelier Express sporadically.

McCollins Media

Public Relations Consultant

August 2014 - August 2015 (1 year 1 month)

Dubai

Apps Middle East

Deputy Editor Apps Middle East and Intelligent SME

January 2013 - August 2014 (1 year 8 months)

Dubai

As Deputy Editor at SPI Group, I am responsible for the editorial in all three of our publications; Intelligent SME, Robust RAK and Apps Middle East. Keeping a keen eye on the ever-growing Dubai landscape, I conceptualize stories and cook-up a thought into a legitimate piece of editorial, backed by strong quotes and interviews.

I am the editor of Apps Middle East, and responsible for formulating its stories, conducting reviews (applications and hardware), keeping a watchful eye on the software and hardware scenario, and creating monthly flatplans for the magazine. I am acquainted with several local app-developers from the region, getting their interesting stories out to several thousand readers in the Middle East region. The magazine has been well received by not only the tech-savvy folk, but also the business community.

I also play a crucial role at the Global Business Series, and the Global App Summit, SPI Publishing's flagship events.

Prudent Media

Broadcast Journalist

January 2011 - December 2012 (2 years)

As a broadcast journalist, I worked on several stories, ranging from local, regional, national and international.

I covered several beats ranging from sports, entertainment, music and lifestyle.

However, my prime beat was that of a sports journalist, producing several stories on the sports scene in the country, profiling sports persons from various disciplines, reporting on the lackluster performance of the sports department, forcing them to pull-up their socks and ameliorate the sporting infrastructure in the state.

Thanks to some eye-opening facts and figures, the government appreciated several reports, and addressed the issues.

A journalist is responsible for bettering the society, as one reports could affect many lives positively. I strongly believe in this philosophy, and, always strived hard to bring about a positive change.

I was blessed and privileged to meet and interview several sporting and entertainment icons such as Brett Lee, Pragyan Ojha, Shashank Manohar, Herve Renard, Olympian-Ben Jhonson, Sir Ben Kingsley, Waheeda Rehman, Oscar awardee Resul Pokutty and many more.

I have also featured and worked closely with the Indian National Football team, the I-League, its coaches and players, along with several international test cricketers.

Prudent Media pvt. ltd.

Sub-Editor

June 2009 - September 2012 (3 years 4 months)

As sports sub-editor at Prudent Media, I was responsible for weaving various inputs from correspondents into well-crafted stories. In the bargain understanding the far flung issues faced by various people across the demographic of the state.

I also guided correspondents on various leads I received from my sources, in pursuit of a story. I was in a position where I handled 10 reporters/ correspondents, co-coordinating with them, and extracting news bytes and additional information that I would then construct a story on.

Education

Queen Margaret University

MSc Strategic Communication and Public Relations Student, Communication and Media Studies · (January 2021 - July 2022)

St. Xavier's College

BA, Mass Communication and Videography · (2006 - 2009)

St. Britto High School, Mapusa

High School · (1996 - 2003)