

MAYURAKSHI DAS

Email id: - mayurakshidas22@gmail.com

Contact No: - 9954635305



Professional Summary:-

Versatile Content Writer proficient in researching, writing and editing diverse content. Works with minimal input to produce engaging, authoritative and error-free work. Motivated to learn, grow and excel in content industry with nearly a year history of performance.

Work Experience:

1. Name of the Organization: Blueberry Digital Labs Pvt. Ltd.

- **Duration:** Jul (2019) – Jul (2020)
- **Designation:** Web Content Writer
 - ❖ Employed Grammarly and other tools to achieve proper grammar and syntax within articles and implement SEO principles on WordPress and other website hosts.
 - ❖ Created seasonally and regionally appropriate blog article content, collaborating with sales, marketing and analytics departments to identify business trends and extrapolate seasonally-relevant topics.
 - ❖ Collaborated with creative director and copy writing team in completing all phases of client projects from planning to on-time completion of quality deliverable.
 - ❖ Customized brand message to reach and capture target audience interest and drive engagement.
 - ❖ Devoted special emphasis to punctuality and worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately.

EDUCATIONAL QUALIFICATION:

1. Passed **Masters in Journalism and Mass Communication (Documentary and Short Film Making)** from Assam University, Silchar, by securing **6.88** (68.88 %) in the year 2018.
2. Passed **Bachelor of Arts (Education)** from Darrang College, Tezpur affiliation under Guwahati University (GU), by securing **5.5 CGPA** (55%) in the year 2016.
3. Passed **HS** (Class XII Arts) from Darrang College, Tezpur under AHSEC board by securing **68.67%** marks in the year 2013.
4. Passed **HSLC** (Class X) from Sacred Heart High School, Tezpur under SEBA board by securing **57%** marks in the year 2011.

ASSIGNMENTS AND SUBMISSIONS:

1. Made Radio News Bulletin in the Finals of MA 1ST Semester Examination
2. Made Photo features
3. Made an Advertisement campaign and a PR Campaign in the finals of 2nd Semester
4. Made an Advertisement Film of 30 seconds and a Documentary Film of 5 minute in the final year
5. Made blogs, media advertisements

EXTRA- CURRICULAR ACTIVITIES:

1. **Digital Marketing** from Udemey.
2. 1 year diploma in Computer Application with Microsoft Office Suite (Excel, Word, Power Point etc.)
3. Hold certificates in Art and Painting
4. Secured **3rd position** in the **Quiz Competition** sponsored by the Government of India during the Handlooms Day at Assam University, Silchar
5. Secured **2nd prize** in Inter- University **Ad- Making Competition** organized by Department of Journalism and Mass Communication, Assam University
6. Volunteered UGC sponsored one day National Seminar on “**Skill Development and Youth: Prospects and Challenges in North – East India**”
7. Organized Inter- University Communication Fest named “**COMMFEST 2K18**” conducted by the Department
8. Volunteered National Seminar on “**Mass Media and National Integration: Freedom and Responsibility**”
9. Volunteered **International Seminar on Media and Politics** sponsored by ICSSR
10. Attended **8th National Science Film Festival of India**, 2018, Guwahati

11. 4 Months internship at WWF –India AAPSO, Guwahati as an in charge for volunteering Program me.

LANGUAGE SKILLS:

English, Hindi, Bengali, Assamese

HOBBIES AND INTERESTS:

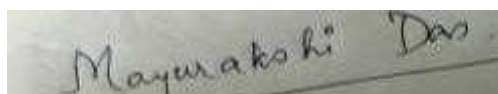
Reading Books, Painting, Blogging, Travelling, Cooking

PERSONAL INFORMATION:

1. Father’s Name: Kamalakhya Das
2. Mother’s Name Swapna Das
3. Date of Birth: 12th July 1993
4. Gender: Female
5. Marital Status: Single
6. Nationality: Indian
7. Religion: Hinduism
8. Permanent Address: C/o Jaya Bhattacharjee Chapanala, Nagaon P.O. Chapanala Assam
782135

DECLARATION:

I hereby declare that the information gives is true and correct to the best of my knowledge and belief.



Date: 29/07/2020

(Mayurakshi Das)