

K.D. DIYA KAVERAMMA

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I am an ambitious individual that likes to express my creativity through my writing. With a knack for grasping information, I conduct meticulous research and execute the required work to the best degree. Being a perfectionist, with a genuine interest to learn extensively the ins and outs of the industry, I hope to be a valuable addition to your organization.

PROFESSIONAL EXPERIENCE

CLIENT SERVICING, FCB ULKA, MUMBAI

15TH MAY, 2019 – 26TH JUNE, 2019

- Worked under the SBI Mutual Fund account
- Wrote and tailored creative briefs for the client in relevance to different festive occasions, and in addition learned how to create concept notes
- Analysed competitors of the client to gain an overview of market positioning of the brands, thereby allowing the account team to get an understanding of competitors' promotions
- Ideated and brainstormed for an outdoor hoarding advertisement, in partnership with Mumbai Traffic Police
- Presented and introduced details of a new fund by the client to the account team
- Managed operational tasks of getting copy and creative checks done by relaying with the studio, which led to the final files

MARKETING AND EVENTS, GOLD RUSH ENTERTAINMENT, BANGALORE

1ST DECEMBER, 2018 – 31ST DECEMBER, 2018

- Worked actively on the pre-production of *World On A Plate – Season 4*, that took place in Mumbai, which hosted chefs Marco Pierre White, Sarah Todd, Ranveer Brar, and more
- Was trained and exposed to various aspects of event management such as sales, customer interaction, event pre-production, and event operations
- Scripted the promotional video recorded by Marco Pierre White to promote the event
- Provided content for the World On A Plate website and social media pages
- Coordinated with the team on event proposals
- Conducted on-ground logistics for Ben Ungermann's Master Class, conducted by Gold Rush Entertainment

REPORTER, THE HINDU, BANGALORE

1ST JUNE, 2018 – 30TH JUNE, 2018

- Wrote articles for the main paper as well as for The Hindu's Metroplus
- Authored three articles, which were published
- Learned to communicate with individuals to achieve specific results for feature articles
- Researched in depth for every article that was written

VOLUNTEER, THE SPASTICS SOCIETY OF KARNATAKA, BANGALORE

24TH NOVEMBER, 2017 – 9TH DECEMBER, 2017

- Worked for publicity of the organization's *Winter Carnival 2017* by creating its tickets and posters
- Volunteered to work with the kindergarten children in Joyful Learning Centre for differently abled children

HEAD OF PUBLICITY, STOPLASTIC MANIPAL, MANIPAL

10TH, 11TH, 12TH OCTOBER, 2019

- Headed the publicity department of the StoPlastic Manipal campaign, carried out by the students of Manipal Institute of Communication (MIC), Manipal for Manipal Academy of Higher Education (MAHE). This was carried out under the Government's Swachhta Hi Seva campaign, 2019 that aimed at terminating the usage of plastic within the country
- Drafted a social media calendar, coordinated with external publics for the publicity of the campaign, ideated for creatives and events to be carried out during the three-day campaign

CONTENT WRITER, AIESEC, MANIPAL

Worked in the Media Department of AIESEC in Manipal University. Wrote an article for the respective website.

EDUCATION

2017-2020 (CURRENTLY PURSUING)

BACHELOR OF ARTS – MEDIA AND COMMUNICATION,

MANIPAL INSTITUTE OF COMMUNICATION, MANIPAL ACADEMY OF HIGHER EDUCATION, MANIPAL

Currently in the final year of my degree.

SKILLS AND TRAITS

- Content Writing
- Extensive research
- Open communication, friendly
- Quick learner
- Creativity and innovation
- Self-management and time keeping
- Responsible with deadlines
- Problem solving
- Coaching and training
- Teamwork and leadership
- Understanding responsibility and driving the team
- Intermediate skills in Adobe Premiere Pro, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Animate

ACTIVITIES

I have been an active volunteer in the Hospitality department as well as the Content department of *Pro. Verb*, a national level British Parliamentary Debating Tournament conducted by Manipal Institute of Communication, Manipal. In addition, I can read, write, and speak English, Kannada, Coorgi, and French (beginner).