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# PERSONAL PROFILE

A Journalism and media graduate from De Montfort University, Leicester. Currently working as a Digital Marketing associate at Krsnaa Diagnostics. Have worked as social media manager and writer at Demon Media. Published online and print on the Demon Media Magazine and Leicestershire Press. Internship at Good Design and Build as creative content writer and social media manager. Three months’ internship at Openforce as head social media manager with responsibilities of working closely with creation of marketing strategies and advertisement campaigns and creating written content like landing pages and blog posts to spread company awareness.

Excellent organisational and writing skills. Excellent understanding of traditional and contemporary media. Responsibilities and assessment in the Journalism and media course included designing public relation campaigns with pitching, promoting, marketing and audience analysis for the same. Research and utilisation of building international public relations. Time management, finding new stories and writing features and articles every day, design and production of magazines and newspapers.

# EXPERIENCE

* Krsnaa Diagnostics
* Digital Marketing associate. Responsibilities include designing and writing content for the website and brochures. Actively create social media advertising campaigns. Write features and news articles to be published in leading publications. (November 2020- current)
* Openforce
* Head social media manager and creative content writer. Responsibilities included working closely with the marketing team to create marketing strategies and design new advertising campaigns. The role focused on creating written content like landing pages and blog posts to spread company awareness. (July 2020- September 2020)
* Good Design and Build (Chiswick, London)
	+ - * Part-time social media manager at Good Design and Build limited. Responsibilities include managing Instagram, Facebook, Twitter accounts, creating and publishing content regularly to help spread brand awareness. Writing monthly blog articles for the business, doing necessary research and creating visual content as required. (June 2019- September 2019)
			* Published on Website:
			<https://www.gooddesignbuild.co.uk/projects/10-hayter-road/>

<https://www.gooddesignbuild.co.uk/projects/48-royal-road/>
<https://www.gooddesignbuild.co.uk/projects/4-elmscroft-gardens-potter-bar/>

* Demon Media magazine (De Montfort University Leicester)
	+ - * Social media manager and freelance writer at the Demon media magazine. Responsibilities included designing and implementing social media advertising and marketing strategies to spread brand awareness. Making, writing and posting content daily on all social media platforms – Instagram, Facebook and Twitter.
			* Freelance writing for Demon media magazine for Fashion and Beauty
			Online- January 2019: <https://www.demon-media.co.uk/2019/01/23/kylie-cosmetics-review/>
			Print- February 2019: <https://issuu.com/thedemonmagazine/docs/the_demon_feb>
			* Freelance writing for Demon media magazine for Health and Lifestyle
			Print- January 2020: <https://issuu.com/thedemonmagazine/docs/the_demon_january_magazine_interactive> (written and designed)
			* Freelance writing for Demon media magazine for Fashion and Beauty

Print- February 2020: <https://issuu.com/thedemonmagazine/docs/february_magazine_in> (written and designed)

* + Leicestershire Press-
* February 2018: DMU Falcons American football team eager for Varsity challenge- <https://leicestershirepress.com/2018/02/27/dmu-falcons-american-football-team-eager-for-varsity-challenge/>
* February 2019: Trans gender activist Munroe Bergdorf aims to inspire when she visits Leicester tonight- <https://leicestershirepress.com/2019/02/27/trans-gender-activist-munroe-bergdorf-aims-to-inspire-when-she-visits-leicester-tonight/>
* Assistant organiser at De Montfort University freshers 2019 events.
* Head social media operator from Demon Media covering the commercial fair at De Montfort University.
* Assistant administrator at Mh15 Creations ltd, India (2016-2017)
* Trainee fashion stylist at MH15 Creations ltd, India (2016-2017)
* Wrote, designed, photographed and published a 64 page women empowerment magazine called ‘HERA’ as a final year project
* Wrote, Designed and pitched a campaign against gender pay gap called ‘MIND THE GAP’ as a second year public relations project
* Wrote, designed and pitched on how to make the ‘BETI BACHAO’ campaign better
* Wrote, designed graphics and a website for a campaign called ‘RED’ for survivors of sexual harassment and gender pay gap

# CORE SKILLS

* Practical knowledge of all social media marketing
* Excellent knowledge of writing and designing public relations campaigns
* Trained in writing content, blogs, features, columns and news articles
* Excellent communication skills
* Excellent social media management
* Excellent editing skills (Picture and Video content)
* Tendency to performs well under pressure

# CAREER OBJECTIVE

To perform, utilizing my skills and knowledge, in a manner which will lead to the growth of the organization. This will also help me land myself in a successful career position with positive attitude and efficiency.

To utilize my writing skills and creativity as much as possible during the job.

# ACADEMIC QUALIFICATIONS

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| --- | --- | --- | --- | --- |
| **QUALIFICATION**  | **BOARD/ UNIVERSITY**  | **YEAR**  | **PERCENTAGE/** **MARKS**  | **REMARK**  |
| Third year Journalism and Media student | De Montfort University  | 2019 | **2:1** | **Upper Second** |
| Second year Journalism and Media | De Montfort University  | 2018  | **A** | **First class** |
| First year Journalism and Media | De Montfort University | 2017 | **A** | **First class** |
| H. S. C.  | State Board  | 2016 | **87.53%**  | **Distinction**  |
| S. S. C.  | State Board  | 2014 | **88.61%**  | **Distinction**  |
| A1 level in GERMAN | Max Muller University  | 2017 | **A**  | **First class**  |
| Indian Classical dance  | Gandharva University | 2009-2017 | **A** | **First class**  |

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# REFERENCES AVAILABLE ON REQUEST