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ACADEMIC PERFORMANCE

EXAMINATION	BOARD/UNIVERSITY	INSTITUTE	TERM	%/GPA
BACHELORS IN MASS MEDIA	UNIVERSITY OF MUMBAI	MITHIBAI COLLEGE	SY	SEM III: GPA: 8.33
BACHELORS IN MASS MEDIA	UNIVERSITY OF MUMBAI	L.S. RAHEJA COLLEGE OF ARTS & COMMERCE (SANTACRUZ)	FY	SEM I: GPA: 8.83 SEM II: GPA: 7.53
12 TH STANDARD	ISC (SCIENCE)	RIVERSIDE PUBLIC SCHOOL, KOTAGIRI, TAMILNADU	2015	73.8%
10 TH STANDARD	ICSE	RIVERSIDE PUBLIC SCHOOL, KOTAGIRI, TAMILNADU	2013	87.2%

WORK EXPERIENCE

Festival Sherpa (Media/News Company)

[April, 2017 - Present]

Position – Content Writer

- Content curation and ideation for website and social media portals
- Writing work includes features, news reports, listicles, budget itineraries, playlists, event reviews, artist interviews, photo diaries.
- Handling client requests and promoting festivals, events and musical talents in India and across the world
- Attended and reviewed Road To Ultra: Mumbai, INCA Conference, Nucleya documentary launch, BUDx, Taalbelia, Purple Rain Fest, and a number of club gigs and masterclasses.

Vicinito (Virtual)

[Oct, 2016 - Present]

Position - Freelance Writer

- Content curator and writer for online portals and app
- Research, creatives and content creation for various articles

WizSpk PR & Communication

[Jan, 2016 – Apr, 2016]

Position - Social Media Marketing & Content Writing Intern

- Handled social media accounts of celebrities and media personalities such as – Jubey McDonald, Sahil Thaker, Saiesta, Bharat Petroleum
- Involved in planning strategy, and execution of social media campaigns for WizCraft events such as GiMA Music Awards, BPCL 50 Years Celebration, IIFA Pre-Main Event

Karma Yatri Pvt. Ltd

[Oct, 2015 – Feb, 2016]

Position - Travel Journalist Intern

- Handled social media pages, blog and website content of Karma Yatri
- Curate and create trip itinerary, route planning and motorcycle guide for customers

Digit 9.0

[Jun, 2013 – Aug, 2013]

Position – Online Marketing and Copywriting Intern

- Handled social media page of Fazlani Altius Business School and other clients
- Worked on the film promotion of Balwinder Singh Famous Ho Gaya
- Learnt basics of Search Engine Optimization with real time examples

Miscellaneous

- Volunteered at the Global Citizen Festival featuring Coldplay and Jay Z (Nov, 2016) [WizCraft]

- Helped organize Zinng Beer and Wine Festival, Powai (2014, 2015 & 2016) [Team Visio]
- Organized a charitable sale of mixed goods in 11th std [School,2014]
- Created a hypothetical eco friendly car and developed brand strategy and marketing campaign [Sem I]
- Script-Writer and Co-Director of short film, “Everything’s Okay”, for college project

POSITIONS OF RESPONSIBILITY

Café Head, Jumble Sale

[2014-2015]

Riverside Public School’s Annual Charitable Event

- Led a team of 8 members, collectively receiving *Rs. 2.15 lacs* in sales over the period of 3 days
- Organized food drives to orphanages and slum children

President, Leo Club, Lions Club International

[2013-2014]

A youth organization of Lion’s Club International, involved in social service

- Started a year-long project dedicated to cleanliness and proper disposal of garbage and plastics
- Organized weekly drives to villages in The Nilgiris, to educate people on the importance of cleanliness and the ill effects of improper disposal of plastics
- Distribution of three garbage bins per household for wet, dry and plastics
- Learnt the importance of environmental preservation and the boons of social service

School and House Captain, Riverside Public School

[2008 and 2014-15]

- Active participant in most events in sports, drama, art and music
- Won the Inter House trophy after a spell of six years

ACHIEVEMENTS

Debate

- 1st place in Inter House English debate and awarded Best Speaker [2014-15]
- Participated in MUN by Isha Home School on the issue of carbon emissions [2014]
- 3rd place in Regional English Speaking Schools Debate [2014]
- 3rd place in Inter School Hindi Debate Competition [2013]

Sports

- Represented Nilgiris at District level Basketball tournament [2013, 2014-2nd, 2015-3rd]
- Runners-Up at RESPECT Open Nationals Basketball Tournament [2014]
- Represented Nilgiris District in U-14 Cricket Tournament [2013]
- Runners-Up of ISC Tamilnadu State Volleyball Tournament [2014]
- Individual gold medalist at Nilgiris District level Taekwondo Tournament [2013]

Music

- Won 2nd place in Inter School solo singing competition [2014]
- 1st place in Inter School Band Instrumental event [2014]

ADDITIONAL INFORMATION

- Completed Digital Deepak’s certified online ‘Digital Marketing Course’ [2017]
- Part of the John Sullivan Memorial International Conference on Climate Change [2012, Coonoor]
- Completed Grade 2 Guitar exam from Trinity College of Music, London [2012]
- Volunteering: Writer’s Workshop [2012], Summer Basketball Coaching [2013]
- Interests and Leisure: Sports, Music, Creative Writing, Blogging, Movies and Art
- Languages known: English, Hindi, Punjabi, Tamil, Malayalam
- Skills: Communication, Digital Marketing, Advertising, Brand Strategy, Copywriting, Social Media Marketing, Content Writing, Content Management, Online Marketing, Creative Thinking, Team Leadership, Team Playing.

- **Technical Skills:** Wordpress, Prezi, Basic Photo Editing, MS Excel, MS Word, Ms PowerPoint, Basic Coding (Java, C++)