

CAREER TIMELINE



WORK EXPERIENCE

22feet Tribal Worldwide (September 2019 – Present)	<ul style="list-style-type: none"> Part of the Content Team in Bangalore Creating copy and concepts for brands like Exxon Mobil, Britannia Cheese, Kingfisher
Kenscio (June 2018 – August 2019)	<ul style="list-style-type: none"> Content Writer for the Content Team in Bangalore Leading email marketing and digital campaigns for HDFC Life. Creating copy, content and concepts for emailers, social media posts, web-push and GDN banners, while supervising the design and HTML development for all HDFC Life products
Madison BMB (February 2018 – May 2018)	<ul style="list-style-type: none"> Copywriter for the Creative Team in Mumbai Contributed copy and content in the form of press ads, editorials, hoardings, mailers, catalogues, posters, social media posts, etc. for over 8 accounts while being the dedicated resource for brands like Kolte-Patil Developers, Asian Paints Sleek and Miraj Cinemas
Fountainhead MKTG (August 2017 – February 2018)	<ul style="list-style-type: none"> Junior Copywriter for the Creative team of the Digital function in Mumbai Led campaigns and created concepts and copies for over 18 accounts with significant contributions to accounts like Mpower, Aditya Birla Group HR, Hello Bosstomer, Neerja Birla Corporate Communication and Aditya Birla Capital

INTERNSHIPS

AP Janmabhoomi (January 2017 – April 2017)	<ul style="list-style-type: none"> Content Creator and part of the Core Team at this social initiative of the Government of Andhra Pradesh Developed content for the blog, posters, digital posts, while managing social media accounts
YES FOUNDATION (April 2016 – June 2016)	<ul style="list-style-type: none"> Placed in Teach For India to strengthen communication efforts to maximize their social impact Crafted a Newsletter Plan and a Content Strategy Guide for the creators of the newsletters Conceptualized a Monday Motivation campaign and delivered 52 posters for the same

EDUCATION

Year	Degree	Institute	CGPA/%	Remarks
2017	PGD in Media Management	Tata Institute of Social Sciences	6.8/10 (A-)	Distinction
2016	BTech in Electronics and Communication	SRM University, Kattankulathur	8.691/10	Distinction

EXTRA-CURRICULAR ACTIVITIES

Projects and Volunteer Work	<ul style="list-style-type: none"> Volunteered as a teacher at Bhumi, a youth volunteer non-profit organization, for 2 years Co-creator of Rumour Has It which published videos that presented news in Bollywood style
Awards and Achievements	<ul style="list-style-type: none"> My Article, 'Summer Escapades' was published in The Hindu newspaper Winner at district-level drawing competition conducted by Rajamundry Chitra Kala Niketan Bala Kala Ratna Award, an honour bestowed by the Government of Andhra Pradesh for my contribution to art My poem Ignorance Wala Bliss was published in an anthology by Artson Publishing House named, Musings of My Heart

INTERESTS AND HOBBIES

Reading	<ul style="list-style-type: none"> Love to get transported into the world created by various writers Favorites authors include Jane Austen, J. K. Rowling, Harper Lee and Charles Dickens
Art	<ul style="list-style-type: none"> Love drawing and painting Believe in expressing creativity through the medium of art

