

# SHILPASHREE JAGANNATHAN

## RESEARCH CONSULTANT, CONTENT STRATEGIST AND CHANGEMAKER

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### CAREER OBJECTIVE

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With a career span of 13 years, I am a self motivated content strategist and a research consultant. I have a knack of understanding a broad working of a particular sector in a short span of time. As a multifaceted communication professional, I utilize strong speaking, writing and networking skills to implement projects.

### CORE SKILLS

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- Writing and reporting
- Communications
- Social Media
- Networking
- Due diligence and investigation
- Campaigning
- Community management

### AWARDS & MEMBERSHIPS

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- Represented the #SheCreatesChange community at Women Deliver Conference in Vancouver, Canada (<https://wd2019.org/>). Was a panelist on Building Movement Potential.
- Was featured by yourstory.com on importance of women managing money: [How financial sisterhood can enable women to take charge of their money](#).
- Was featured in Logical Indian on the impact we created during Kerala Floods: [Women's Group Harnesses The Social Media To Help Kerala Flood Victims](#)
- An active member of Lean In, Bangalore Circle
- Featured by That\_Desire\_Feminist handle on Instagram: [Amplifying women's voices](#)
- Was the best student of the year for 2003 during the final year of graduation

### CURRENT ROLES

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#### RESEARCH CONSULTANT

##### Collected Intelligence LLP | June 2017-present

A New York-based independent due diligence firm dedicated to helping venture capital, private equity and mutual funds. I have so far managed due diligence for over 30 listed companies. My responsibilities include:

- Managing due diligence on Indian companies
- Understanding the sector in which the target company operates
- Making a list of potential interviewees to find answers for questions mentioned in the guidance
- Conducting the interviews and compiling the project report

#### CONTENT STRATEGIST CONSULTANT

##### Basis India Pvt Ltd | January 2018- Present

Basis is a Bengaluru-based fintech startup addressing the financial needs of women. Been involved with them for creating content from the time Basis just got formed.

- Managing the online community, have been a founding member of [Life on My Terms](#)
- Creating of in app content
- Content for financial concepts
- Marketing the content generated
- Writing blogs regularly

#### CHANGE FELLOW

##### Change.org | November 2017- Present

Change.org is the worlds largest petitioning platform. I am an alumnus of She Creates Change's first cohort. As a campaigner:

- Successfully launched my [#NoBailIn](#) petition, mobilised it to gather 1.25 lakh signatures in about five days that lead the government of India to drop the controversial FRDI bill.
- Was a project management consultant with The Hands of Hope Foundation, run by Insia Dariwala, a filmmaker and a campaigner working on child sexual abuse.
- [Managed rescuing over 9500 people by managing the coordination of the rescue efforts with the armed forces during Kerala floods in August 2018.](#)
- Mobilized #MahilaBol campaign in the state of Maharashtra, a UN-funded campaign to collect much-needed data on sexual harassment at the workplace.

## LINKS TO ARTICLES

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- [Raising money always doesn't indicate success for entrepreneurs: Alok Goel](#)
- [Classifieds are going through a change: Quikr's Pranay Chulet](#)
- [How Byju's fills the biggest gap in Indian education](#)
- [How many credit cards do you need?](#)
- [What's a credit score? And why it matters to you!](#)

## MY EDUCATION HISTORY

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### XAVIER INSTITUTE OF COMMUNICATIONS

#### Diploma in Journalism and Mass Communitaion

Mumbai - June 2003 to April 2004

### SURANA COLLEGE, BANGALORE UNIVERSITY

#### Bachelor in Arts

Bangalore - June 2000 to April 2003

Subjects: English Literature, Political Science and Journalism

## REFERENCES

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### DURGA NANDINI

#### Senior Director - Communication and Partnership - Change.org

Phone: 9711994035

Emailid: Durga@change.org

### HENA MEHTA

#### CEO - Get Basis India Pvt Ltd

Phone: 9035068869

Emailid: Hena@getbasis.co

## CONTACT INFORMATION

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## MY WORK HISTORY

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### FREELANCE WRITER, RESEARCH CONSULTANT Multiple Organisations | March 2013- June 2017

- **Due diligence for risk management firms:** I managed due diligence for a couple of risk management firms to identify potential sources for feedback on the target company, a complete SWOT analysis, background checks on the senior management. The companies spanned across sectors, right from fashion retail to tech start ups to financial services firm to manufacturing.
- Have contributed for Economic Times, Forbes, The Hindu, Business Today and many other magazines
- Managed content for Moolya, a Bengaluru based tech start up
- Was a freelance contributor for Human Capital magazine
- Created content for QS Supplies, a UK-based Ecommerce website management company
- Have ghost written two books
- I have worked on creating content for the websites, blogs, internal newsletters, case studies, white papers for many companies for over 50 companies
- Mantraa Advisory, Mumbai: I managed collating data to create an Information Memorandum for companies selling stake.

### SENIOR CORRESPONDENT

#### Financial Chronicle | March 2008 - July 2009

Financial Chronicle is the business paper from the Hyderabad based media company Deccan Chronicle Holdings Ltd.

- Tracked real estate, telecom and IT
- Networked with the senior management of various companies
- Attended various press conferences
- Wrote news reports on a daily basis

### STAFF WRITER

#### MINT | November 2006 - NOVEMBER 2007

Mint is HT Media's business paper and a well known English daily.

- Tracked infrastructure and cement sectors
- Networked with the senior management of various companies
- Attended various press conferences
- Wrote news reports on a daily basis

### REPORTER

#### FINANCIAL EXPRESS | December 2004 - NOVEMBER 2006

Financial Express is the business paper of the Indian Express Group. I started my career here as a sub editor and later moved to reporting.

- Tracked telecom, infrastructure and cement sectors
- Networked with the senior management of various companies
- Attended various press conferences
- Wrote news reports on a daily basis