

## CAREER TIMELINE



## WORK EXPERIENCE

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

## INTERNSHIPS

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

## 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

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

## INTERESTS AND HOBBIES

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