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| shiny atorthyshiny.atorthy2306@gmail.com+91-8447031671<https://www.linkedin.com/in/shiny-atorthy-1b911241/>  |  | | --- | | Medium.com: <https://medium.com/@atorthy.shiny> | | Objective To work towards becoming an effective communicator who bridges the gap between different stakeholders. | | Skills  * Content writing & editing * Creative content creation * Team and morale building * Research | | |  | | --- | | Experiencefreelance content writerSeptember, 2018 – Presentcontent editor – tourhq.comNovember, 2017 – March, 2018  * Responsible for editing tours and articles published on the platform. * Creation of new content and team briefings. * Content development and management.  Executive Account Consultant (Content Management) – Value 360 CommunicationsMarch, 2016 – September, 2017  * Creation of media-related content: press releases, articles, questionnaires, speech, company & spokesperson profiles. * Conducted in-depth research on various topics to create factually accurate content. | | EducationMA mass communication (2018-2020)USMC, Guru Gobind Singh Indraprastha University  * Specialization in Corporate Communication * Integrated Marketing Communication * Advertising and Public Relations | | task management and Leadership  * Took initiative and responsibility for task allocation as required. * Divided and designated work based on individual proficiency. | |