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| shiny atorthyshiny.atorthy2306@gmail.com+91-8447031671<https://www.linkedin.com/in/shiny-atorthy-1b911241/>

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| Medium.com: [https://medium.com/@atorthy.shiny](https://medium.com/%40atorthy.shiny) |
| ObjectiveTo 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
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| 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.
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| EducationMA mass communication (2018-2020)USMC, Guru Gobind Singh Indraprastha University* Specialization in Corporate Communication
* Integrated Marketing Communication
* Advertising and Public Relations
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| task management and Leadership* Took initiative and responsibility for task allocation as required.
* Divided and designated work based on individual proficiency.
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