

Name: ANURADHA SAHA

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Overview: An experienced professional in the field of administration and academic content writing, seeking opportunity as a fresher in digital marketing and social media management. Being a student from Mass Communication background, I pursued a professional training in Digital Marketing and Brand Management, hence willing to explore my skills and potentiality for the same.

- **Work Experience:**

5. Worked as a Freelance Academic Content writer (From 1st September 2020 to 24th November 2021)

Responsibilities: -

- Researching industry-related topics combining online sources, interviews and studies
- Preparing well-structured drafts using content management systems
- Proofread and edit blog posts before publication
- Submit work to editors for input and approval
- Coordinate with team leader to illustrate articles
- Ensure all-around consistency (style, fonts, images)

4. Worked as an Academic Writer in WritingDots (For only 1.5 months in 2020)

Responsibilities: -

- Produce well-researched content for clients
- Organize writing schedules to complete drafts of content or finished projects within deadlines
- Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content
- Communicate and cooperate with a writing team, including a content manager, editors
- Follow an editorial calendar, collaborating with clients to ensure timely delivery of materials

3. Worked as an Academic Writer in StudentLife (For only 15 days in 2020)

Responsibilities: -

- Conducting in-depth research on academic related topics in order to develop original content
- Proofreading content for errors and inconsistencies

- Editing and polishing existing content to improve readability

2. Performed as a Radio Anchor in All India radio Kolkata for one program in Bengali (Topic: Education System nowadays)

1. Worked as an Assistant Coordinator in CDAK Education Institute (For nearly 1 year 2018-2019)

Responsibilities: -

- Calling students for intimation of assignment and projects
- Assignment and Project Fees Collection
- Re-sitting Collection and related responsibilities
- Assignment/Project Distribution to the vendors and timely collection for the same
- Exam intimation and coordination
- Student SMS, and daily necessary updates by mailers, phone calls
- Weekly confirmation and reporting of batches
- Books distribution process and coordination
- Conduction of online exams in assistance with the line manager
- Participation in workshop, students' activities and events
- Handling and solving students/parents' queries
- Log Book and Lesson Planner. Updating and checking and reviewing syllabus completion on time
- Assisting in academic recruitment, screening, shortlisting and intimating
- Hour list of par timer record, review, update and reporting
- Academic stock including assignments. Study Materials, Projects, Books, Stationeries
- Library Books Management
- Purchase requisition for academics in consultation with line manager
- Placement assistance to students. Line up of placement candidates
- Notice Board Display (Informative and Creative)
- Assigning Doubt Clearance Classes and Special Classes
- Conducting academic meeting with the management in a planned roaster
- Participating in all events and activities under CDAK Education Services
- Promoting the courses among students for references
- Students' retention up to 95%

- Maintaining the Alumni Record
- Marks Card distribution, follow up of marks card pending list
- Uploading assignments
- Current base students' mailers and SMS on Events and Occasions
- Checking the post admission details registration number/on time delivery of SLM/Admit Card/Results and all university requirements
- Updating students about the daily University updates in consultation with the academic head
- Class room allocation before the conduction of class
- Faculty attendance register maintenance
- DEAR and MIS updating
- Quarterly updating of CDAK Flies
- Maintaining DATA File- Like Road Data, Campaign Data, Corporate Data, Reference Data so on JD updating in Register and maintain excel sheet

Educational Qualification

Name of the Examination	Year of passing	Affiliation/Institution	Percentage
Secondary (Madhyamik)	2010	West Bengal Board of Secondary Education (Lake Town Govt. Sponsored Girls' High School)	60%
Higher Secondary	2012	West Bengal Council of Higher Secondary Education (Lake Town Govt. Sponsored Girls' High School)	61.8%
Graduation B.A Journalism & Mass Communication (Honours)	2015	Calcutta University (Gurudas College)	48.12%
Masters of Arts in Journalism & Mass Communication	2017	Calcutta University (Women's College, Calcutta)	55.05%
Online Digital Marketing Course	2022	Udemy	Qualified (Received Certificate)

Project/Dissertation

Completed a project on the diplomatic relation of Indo Pak In Our Indian Film as a part of PG course, titled as- Indo Pak Relation In Our Indian Film from September 2016 to March 2017.

- **Additional Qualification/ACHIVEMENTS/Certifications**

- **CERTIFICATIONS:**

CERTIFICATE OF THE COMPLETE DIGITAL MARKETING COURSE- 12 COURSES IN 1

- **Computer Proficiency:**

- General Computer Knowledge

- **Hobbies:**

- Singing
- Voice over
- Reading books
- Watching movies

- **Personal Details:**

- **Date of Birth:** 30th November, 1993
- **Gender:** FEMALE
- **Language Known:** ENGLISH, BENGALI and HINDI
- **Status:** MARRIED
- **Nationality:** INDIAN
- **Address:** 144, Room no. 202,3rd floor, AAR Residency, Manjunath Layout, Munnekolala, Marathali

Signature

Anuradha Saha