

## WORK EXPERIENCE

### Social Media Operations Team Leader Infosys BMP

10/2020 - Present, Bangalore

Managing the social presence of Infosys, content curation, proofreading, maintaining social calendar and gatekeeping the social media channels of Infosys. Working closely with the Corporate marketing team and GTMs for executing campaigns. Well verse in using Sprinklr and Hootsuite for scheduling and report generation.

### Copy Writer PUMA Sports India

02/2020 - 10/2020, Bangalore

Creating product copy for puma.com and other marketplaces. Maintaining the content base for puma.com through its software interface

### Quality Auditor Myntra Designs Pvt Ltd

07/2018 - 2020, Bangalore

Product Content writing and reviewing. Handling Ad-hoc Project for product content optimization. Categorizing and tagging attributes based on SEO. Special content writing and reviewing for international brands such as GAP, next and Firetrap. Reviewing the quality and aesthetic of the product images.

### Content Writer. SeedoLabs Pvt Ltd

09/2017 - 07/2018, Bangalore

Content writing for the company website, PR communications and social media channels of Homlot, the brand name of the company.

## EDUCATION

### Master of Arts in Journalism and Mass Communication

St Joseph's College (Autonomous),  
Bangalore

2015 - 2017, 1st Class

### Bachelor of Arts in English Literature and Communication Studies

KMM College of Arts and Science,  
Thrikkakara, Kochi.

2012 - 2015, 81%

## SKILLS

Web content writing   Blogging   Public Relations  
Brand social media marketing   MS Word   MS Excel  
PowerPoint   Adobe InDesign   Premier Pro  
E-commerce content quality auditing

## CO-CURRICULAR ACTIVITIES

Part of organizing core team of Mediacon 2016  
(11/2016)

National conference on "Media and Political transformation" by the Department of Communication of St Joseph's College, Bangalore

Volunteered for social media PR in Paws and Pose  
(01/2016)

an event organized in collaboration with CUPA and St Joseph's College (Autonomous), Bangalore

Volunteered for organizing the Change maker Week  
2016 (01/2016)

Organized by Ashoka Youth Venture and St Joseph's College (Autonomous), Bangalore

## RESEARCH PAPER

Consumption of News on Multiple Platforms among youth in Bangalore – A Case Study of the pattern of use of Print Newspaper and News Apps.

Analyzing the use of Twitter as a platform to vilify and defame opinion leaders-A Case Study on Rajdeep sardesai Quitting Twitter.

## ORGANIZATIONS

The College Fever .com (09/2016 - 01/2017)  
Digital marketing intern

Kochi Muziris Biennale Foundation (04/2016 - 06/2016)  
Social Media Communications Intern

TIMES OF INDIA (2014)  
Reporter

## STRENGTH

Leadership skills   Goal oriented   Hardworking  
Organizing and Coordination Skills