



RAGHAVI JHANJEE

PROFILE

I am a 22 year old communications enthusiast, storyteller and deep-thinker. My core strengths lie in research and content writing. Passion, curiosity, focus, adaptability, creativity and the hunger to keep learning are major driving factors that have enabled me to do well in all the projects and tasks that I have taken up and will continue to do so in future.

CONTACT

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WORK EXPERIENCE

JUNE - JULY 2019

MARKETING INTERN

Satya Paul |

Content Writing for social media posts of the AW'19 campaign
Prepared ideas for the social media campaign launch
Conceptualized an element shoot
Prepared ideas for visual merchandising

DECEMBER 2019 - JANUARY 2020

INTERN

Ek Pahel (NGO) |

Taught grade 2 and 4 English
Prepared content for a new program connecting sponsors to their sponsored child
Helped in day to day office work of the NGO

JUNE - AUGUST 2020

MARKETING & COMMUNICATIONS INTERN

Delhivery |

Vendor Management
Campaign Management- Scripting and Ideation for Videos
Event Scoping
Database Management

DECEMBER 2020 - MARCH 2021

CONTENT STRATEGIST

22feet Tribal WW |

Worked on Titan Watches and Tanishq
Ideation, copywriting on BAU, topical and social media campaigns
Created content for campaigns-
Tanishq #ShagunFor21
Titan Animalia
Titan #ClocksForEveryMoment

MARCH - MAY 2021

SOCIAL MEDIA CONTENT INTERN

The Social Tadka

Created social calendars
Handled posting
Ideation, copywriting

SEPTEMBER 2021-PRESENT

JUNIOR WRITER

Genesis BCW

Writing, Editing, Research, Ideation on various collaterals-
Articles, Mailers, Blogs, Newsletters and more.

Worked with clients across industries like pharma, telecommunications, travel and e-commerce.

INTERESTS

Slam-Poetry, Writing, Dancing,
Basketball, Elocution, Dramatics

LANGUAGES

English, Hindi

EDUCATION

All Saints' College, Nainital
(2013-2016)

Delhi Public School, Agra (2016-
2018)

Bennett University, A Times
Group Initiative (2018-2021)

SKILLS

Communication Skills



Content Writing



Strategic Planning



Canva



Research



Blogging



G-Suite



Adobe Premiere Pro



ADVERTISING AND PR PROJECTS

ADVERTISING 360° CAMPAIGN

AD STRATEGY & DECONSTRUCTION

EVENT MANAGEMENT

PR 360° CAMPAIGN

PR STRATEGY

FREELANCE PROJECTS

WROTE ARTICLES FOR YOUTHOPIA: E-MAGAZINE

WROTE BLOGS FOR EXPLOREVIO AND MANAGED
THEIR CONTENT

PERSONAL WORK

PUBLISHED A POETRY BOOK
2020

THE_REGULARTEENAGER

Full-Fledged Poetry Blog on Instagram

CERTIFICATES

TRINITY COLLEGE LONDON COMMUNICATION
SKILLS- GRADE 3 (2014)

TAJ LITERATURE FESTIVAL (2013)

THE DALY - EMERALD MODEL UNITED NATIONS
(2015)

CHEA NAINI TAL UTTARAKHAND ENVIRONMENT
AWARENESS COMPETITION (2013)

ALL INDIA MODEL UNITED NATIONS
CONFERENCE (2016)