



ANUSHA GAUR

BRAND & MARKETING COMMUNICATION EMPATH

Portfolio: gauranusha.journoportfolio.com

PROFESSIONAL SKILLS

Core Competencies

Stakeholder Management
Audience Awareness
Content Delivery

Computer Proficiency

MS Office, Wordpress, Photoshop,
CorelDRAW, Premiere PRO, FCP,
Velocity, InDesign, QuarkXpress,
Octopus

Languages

English, Hindi, Spanish (intermediate)

EDUCATION

Indian Institute of Mass Communication
PG Diploma, Eng. Journalism, 2017-2018

Amity University, Noida
BJ&MC, 2014-2017

Indra Gandhi National Open University
MA in Gender & Development, 2019-2021

Google Digital Garage (Certification)
Fundamentals of Digital Marketing, 2021

BerkleyX (Certification)
English for Journalists, Part-2, 2019

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PROFESSIONAL EXPERIENCE

UNA Brands | Nov 2021 - Present

Manager-Marketing (Content)

- Performing brand (content) audits for acquired D2C & Amazon brands across the US & the APAC region
- Drafting content lifecycle strategy with the stakeholder functions
- Ensuring brand-compliant communication across channels
- Building enduring creative management & delivery processes within the team

BYJU's Exam Prep (Formerly Gradeup) | Sept 2019-Sept 2021

Manager-Communication

- Worked on expanding & strengthening the Communication Team
- Instrumental in Intellectual Property building processes & Employer Branding
- Built Employee & Marketing Communication Strategy and ensure efficient execution
- Contributed to enhancing and streamlining the existing knowledge transfer procedures

Associate Manager-Communication

- Co-managed team of 8 designers & 2 communication specialists
- Co-ordinated with 7 stakeholder teams to ensure high-quality & consistent communication across platforms
- Contributed in planning & execution of Gradeup's first celebrity campaign and 250+ other brand, marketing & sale campaigns for internal & external audiences

JK Lakshmi Pat University | May 2018 - Aug 2019

Associate- External Communication

- Worked intensively on internal communication, brand & marketing campaigns, and PR communication
- Closely coordinated with 5 stakeholder agencies for employer branding, website management & CRM, LMS, print & digital creative delivery, and PR
- Worked on the initial branding, communication & marketing, and mentored aspirants of Atal Incubation Centre-JKLU Foundation

Tripzolo | July 2016- Oct 2016

Content Specialist

Research and Web Writing (Beat: Travel), and Social Media Management

CariKture | Jan 2016- Nov 2016

Media Planner

Branding, Account Handling and Content Generation (Beat: Technology)

FREELANCING & INTERNSHIPS

Content Writing Intern

Reculta | October 2017- Nov 2017

Web Writing (Beat: Education), and SEO Management

Freelance Content Writer

BYJU's Exam Prep | May 2017- July 2018

Research and Web Writing (Beat: Education)

Copydesk and Production Intern

India Today Television | May 2016- June 2016

News Editing, Translation, Transcription, News Packages, News Wraps, and Speed News

Freelance Content Writer

Writcon | May 2017- Jan 2018

Research and Web Writing (Beat: Education)

VOLUNTEERING

- Teaching volunteer for the Delhi-based NGO Umeed.
- Reported and documented the 16th AIPSC held at NISER, Bhubaneswar.
- Co-ordinated and performed for the Republic Day Jashn-e-yaum-e-jamuriat telecast on DD Urdu.
- Part of Passion Redefined team co-ordinating the Sa Re Ga Ma Pa Lil Champs 2017 Delhi Auditions.