



Ridhima Chopra

CONTENT DESIGNER

Contact Details

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1044/24-A, Akash Puri, Brindaban Road,
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India

Core Competencies

Research Skills

Copywriting and Editing

Verbal and written communication

Analytical skills

Technical Writing

Creative Writing

Academic Writing

Responsible

Leadership

Critical Thinking

Academic Summary

A high-energy professional with a degree in BA English Hons and prepared to pursue Masters. Highly organised, responsible and well-versed in writing, editing and research. Currently on the search of full-time work in content writing.

Work Experience

CONTENT DESIGNER

LetsUpgrade • July 2021- Current

- Responsible for the management of ongoing content to be displayed on the website in terms of SEO guidelines
- Creation and ideation of social media content and its execution in terms of advertisement
- Proofread, edited, and evaluate the blogs to be posted on the medium
- Handling and generating appropriate mail content to be distributed among the customers.

INTERNSHIP (SOCIAL ACTIVIST)

Parwaaz NGO • April 2019 - May 2019

- Entrusted with the task of writing CSR proposal for government school
- Organised Youth for Dialogue
- Proofread, edited, and evaluated the social content
- Undertook a slum project on importance of children education and women hygiene.

INTERNSHIP (CONTENT CREATOR)

Women For India • June 2020 - August 2020

- Administered and created content for social media platform in terms of articles and captions.
- Given the responsibility of leading her team for the entirety of the internship.

Academic Profile

CHRIST(DEEMED TO BE UNIVERSITY)
BA ENGLISH HONS, 2018-2021 (78%)

- Semester 1 (3.36/4 GPA)
- Semester 2 (3.84/4 GPA)
- Semester 3 (3.6/4 GPA)
- Semester 4 (3.98/4 GPA)
- Semester 5 (3.82/4 GPA)
- Semester 6 (3.75/4 GPA)

DAV PUBLIC SCHOOL
12TH STANDARD, 2017-2018

- Passed with 91.8%

DAV PUBLIC SCHOOL
10TH STANDARD, 2017-2018

- Passed with 90%

MOOC Undertaken

- Fighting for Equality 1950-2018, offered by Columbia University, New York
- Transmedia Storytelling: Narrative Worlds, Emerging Technologies and Global Audiences, offered by UNSW, Sydney

RESEARCH PAPER PRESENTED

- Media Meet 2020, titled 'Chiling Adventures of Sabrina: Media Construction and Politics of Monstrous Femininity'.

Accomplishments

- Published a novel 'Breaking Myself'
- Published two poems in Whispers of the Heart
- Held 1st position in Britannia Olympiad
- Received Special Mention in Penathlon Season 3' CAPS
- Presented research paper in Media Meet 2020
- Co-Head of Litscape anthology, published by Christ (Deemed to be University)

RESPONSIBILITIES CARRIED OUT

- Co-Head of University Magazine, Litscape
- OC of ChrisTribute (2018-2019)
- Member of Hospitality Committee during Querencia'19
- Member of Backstage Committee during Social Action Summit'19 (CSA)
- Conducted a workshop on Cyberspace for underprivileged children at Razia Excellent English School.
- Conducted a puppet show session for underprivileged children at Razia Excellent English School
- Conducted a carnival for children as a part of assignment

Participation

- Participated in Clean-up Drives undertaken by Center for Social Action
- Participated in Pot Purri held during Blossoms fest (2018-2019)
- Went to NGO Visit, organised by Center for Social Action
- Participated in Tree Plantation Drive, organised by Center for Social Action
- Workshops offered by MyCaptain in the field of Creative Writing, Poetry Writing, Blog Writing.
- Filming & Production Scripting Workshop during Paradox of Fiction International Film Festival 2019.
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