

Aakriti Mathur

CONTENT WRITER

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📍 New Delhi, 110025



SUMMARY

With a background in Journalism & Mass Communication, I am pursuing my MA in International Relations and am on a sabbatical from academics. My passions within the realm of IR and Politics include Public Diplomacy, Soft Power, Culture and Society, Migration and Diaspora and Economic Empowerment. My core strengths are Research and Writing. A highly motivated and enthusiastic individual with broad-based proven experience in Public Relations, Content Strategy, Web Content Creation, and Copywriting for more than 8 years, I bring my analytical perspective to every problem, making it a point to creatively handle all my tasks and responsibilities.

As a member of Toastmasters International, I actively work on my public speaking skills and incorporate compassionate team building and leadership. I aim to provide value to the project by channeling my skills efficiently and effectively and look forward to opportunities to grow both professionally and personally.

SKILLS

- Communication skills
- Interpersonal skills
- Organisational Skills
- Leadership Skills
- Analytical skills
- Research skills
- Content/Copy writing skills
- Public Speaking skills
- Photography skills
- Digital Marketing
- Crafting and Painting

EDUCATION

-AMITY UNIVERSITY, NOIDA

(2021-23)

M.A International Relations

-AMITY SCHOOL OF COMMUNICATION (2013-16)

Bachelors in Journalism and Mass Communication

-CITY MONTESSORI SCHOOL

ISC- 87%

ICSE- 90%

EXPERIENCE

CONSULTANT AT WE SOLVE FOR YOU

July 2020- February 2021

Content supervision, social media campaigns and branding consultant for brands-

- 1)Rimjhim Fine Jewels
- 2)Clever Canine
- 3) Swadeshi Fashion Boutique
- 4) Wrapdrive
- 5) The Silhoutte Store

WEB CONTENT CREATOR- CLIMBTECH INDIA

July 2020- October 2020

1. Content creation and liaison for the website and marketing collaterals.
2. Research and Analysis of competitors.

CONTENT DEVELOPER- CROWDERA

November 2018- March 2019

1. Developing content for crowdfunding projects.
2. Writing content for the fintech brand.
3. Executive Assistant to the CEO.

CONTENT WRITER- AMITY UNIVERSITY, LUCKNOW

March 2017- July 2017

1. Writing content for official documents.
2. Proofreader.
3. Assistant Researcher for Media Projects.