

PORTFOLIO OF WORK


My WordPress Blog link:

<https://aishipahari.wordpress.com/>

This a personal space where I have expressed my thoughts through poetry, short stories, and reflective snippets from my daily experiences. Originally started during my graduation and post-graduation days, it has been a creative outlet for storytelling and self-expression. Please refer to the below screenshot of a poem composed by me.

Sample

An Eternal Voice



Deep inside me
A voice afloat
When I lose a direction
The voice guides me
Towards a light beam.
On the days when I am perplexed
Or feeling low
The voice guides me
And provides me an inkling of hope.
If I commit anything wrong or commit something
The voice transforms into a screech
To absolve me from doing it.
The voice says firmly believe in yourself
And avoid following the herd mentality.
Whenever I offer a hand to others
The voice applauds me
For my good deed.
Many a times the voice collides with my mind
In the end the victor is the voice
At times I wonder
From where the voice crop up
It appears and disappears
Within a wink of an eye
Whenever I get a solution of my problem.
The voice loves to sneak peek with me
But I was determined for the search.
And I went deep inside my soul
At last the hunt came to an end
And I succeeded in recognizing the voice
It's my inner voice
That comes from core of my heart.

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JioNews

Short Summaries Sample

During my tenure at Jio, I crafted concise news summaries, each limited to 60 words, ensuring users could quickly grasp the essence of key events. These summaries were designed to deliver the most relevant information in a brief yet impactful manner. Below are some screenshots showcasing my work.

'PM Modi took India to new heights': Pakistani-American businessman praises Prime Minister

NEWJ • few days ago • India 

Pakistani-American businessman Sajid Tarar has praised PM Modi, calling him a 'natural-born' leader who has taken India to new heights. Also, he added that PM Modi will return as the country's Prime Minister for the third time. Tarar hopes that Pakistan will also get a leader like PM Modi, who can resolve the country's economic crisis and bring stability.

Tap to read more by **NDTV**



89-year-old Japanese man creates free iPhone apps for elderly using ChatGPT

NEWJ • few days ago • International 

An 89-year-old Japanese Tomiji Suzuki, started coding in retirement. He made apps for the fast-growing elderly demographic, using ChatGPT to fine-tune his skills. So far Suzuki has developed 11 free iPhone apps to help Japan's aging population including, slideshow of items to remember when leaving the house. 'I like creating things', he said in an interview.

Tap to read more by **NDTV**



'RRR' Fever Grips Japan: Tickets for Rajamouli's Film Sold Out in Less Than a Minute

NEWJ • few days ago • Entertainment 

SS Rajamouli's film 'RRR' continues to dominate globally with a successful theatrical run in Japan for 1.5 years. Tickets for the screening on March 18 sold out in less than a minute. The film was also part of an Oscar tribute for stunt coordinators. 'RRR' had a successful award season last year, winning Best Foreign Language Film and Best Original Song.

Tap to read more by [NDTV](#)

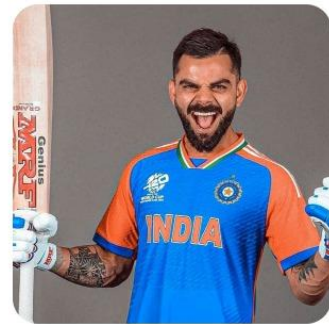


'Virat Kohli a sensation in Pakistan, comparable to Bollywood stars': Rashid Latif

NEWJ • few days ago • Sports 

Virat Kohli, the Indian cricketer, has gained immense popularity in Pakistan, according to former Pakistan captain Rashid Latif. He compared Kohli's popularity to Bollywood stars. Latif said Kohli's fan base in Pakistan is on par. Despite Kohli's success against Pakistan in past matches, Latif believes that Kohli's popularity in the country is unmatched.

Tap to read more by [InsideSport](#)

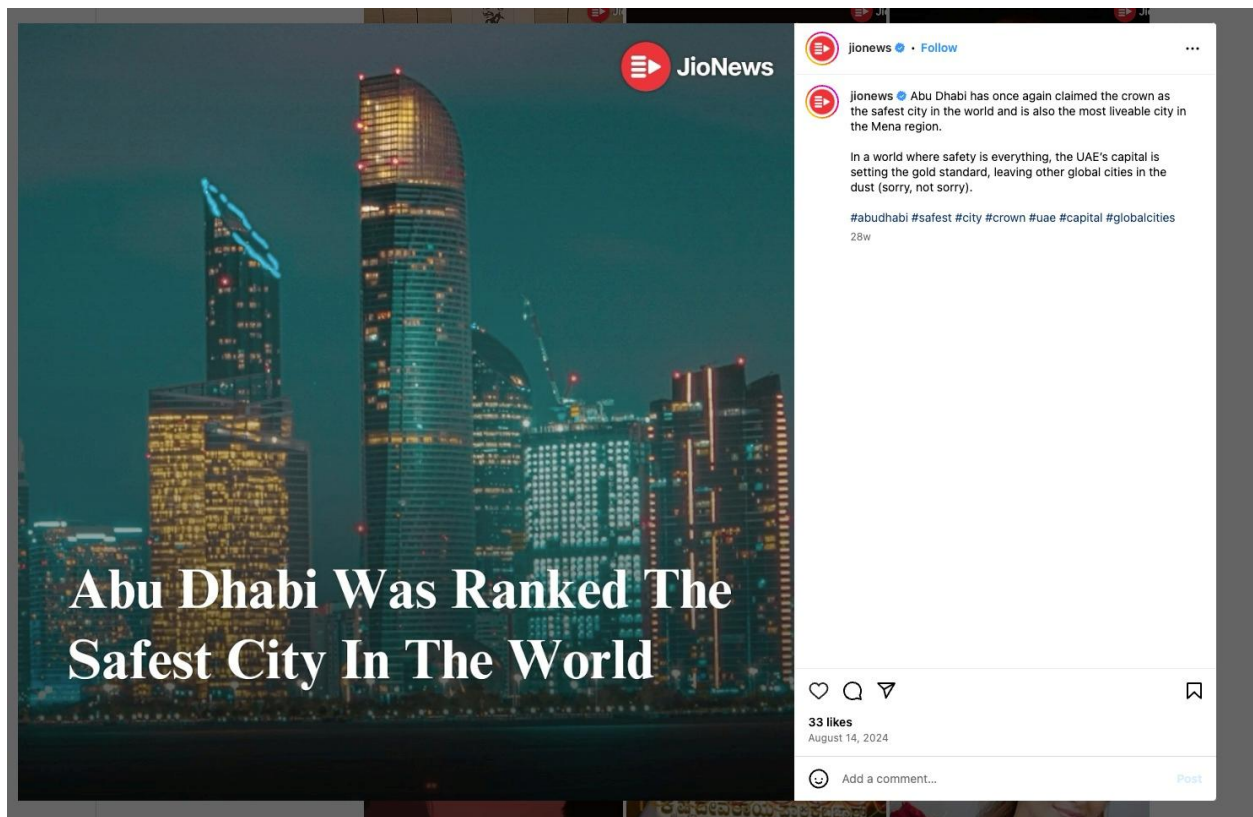


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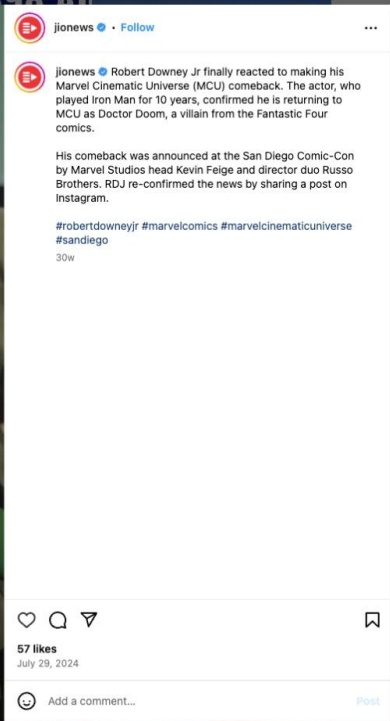
Instagram Post Sample

During my tenure at JioNews, I created engaging Instagram posts covering current and trending events for the official page. These posts were crafted to provide timely updates in an informative and visually appealing manner. Below are some screenshots showcasing my work.

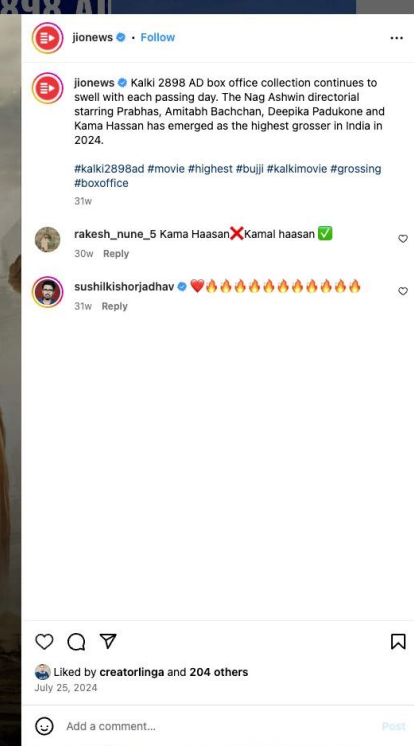




Robert Downey Jr Returns To MCU, Poses With Doctor Doom Mask; 'New Mask, Same Task'



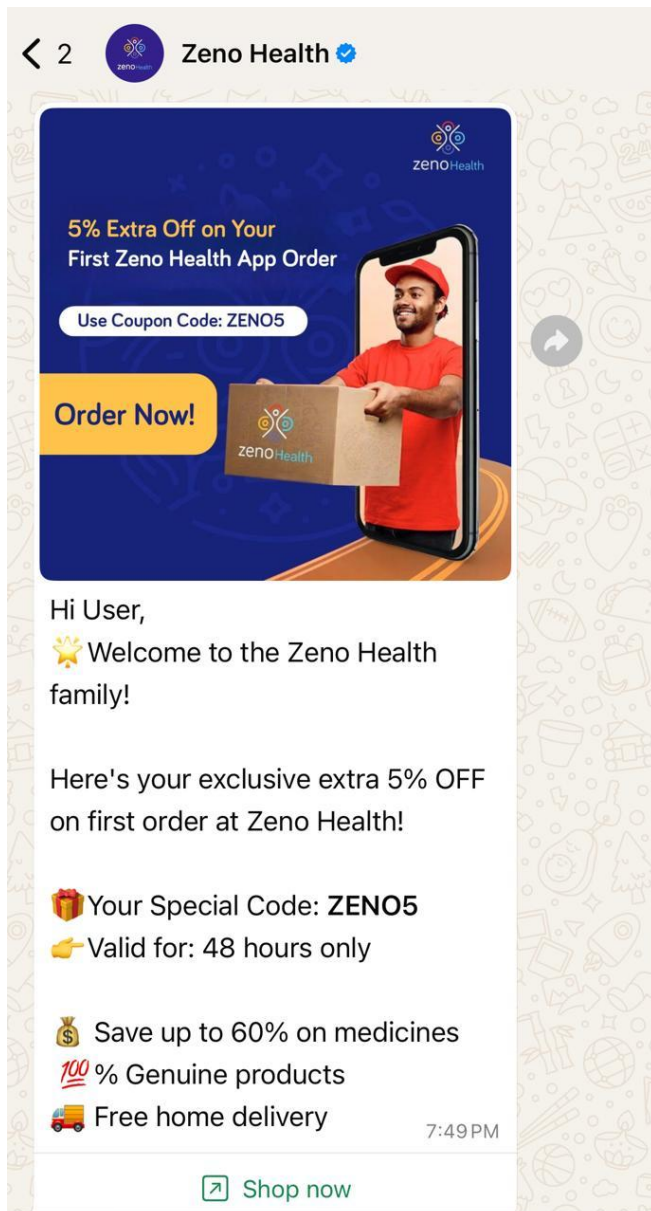
Kalki 2898 AD Emerges As The Highest-Grossing Indian Film Of 2024 So Far



Zeno Health

WhatsApp Communications Sample

At Zeno Health, we design and roll out targeted WhatsApp communications primarily focused on chronic patients. These messages encourage them to refill their medications on time while highlighting our key value propositions, such as affordability, convenience, and expert guidance. Our goal is to ensure medication adherence and enhance patient engagement through personalized and impactful messaging.



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Zeno Health ✓

Tue, 28 Jan

This business uses a secure service from Meta to manage this chat. Tap to learn more.



Namaste Grahak 🙏,

🌟 Aapke Liye Aamir Khan Ka Message!

💡 Generic medicines ka sach ab unse suniye.

💊 Quality aur savings, dono - Zeno Health!

8:09 PM

👉 Aaj hi Order karein



zenoHealth

Save karein up to **80%** on medicines



Aaj hi order karein

Hi User,
Health aur savings dono chahiye?
Toh Zeno Health hai na

- 👨‍⚕️ 5000+ Doctors ka Bharosa
- ✅ Govt Approved Medicines
- 💰 Har saal ₹10K+ ki bachat
- 🏠 Free home delivery

Order karne ke liye niche diye gaye
button ko click karein!

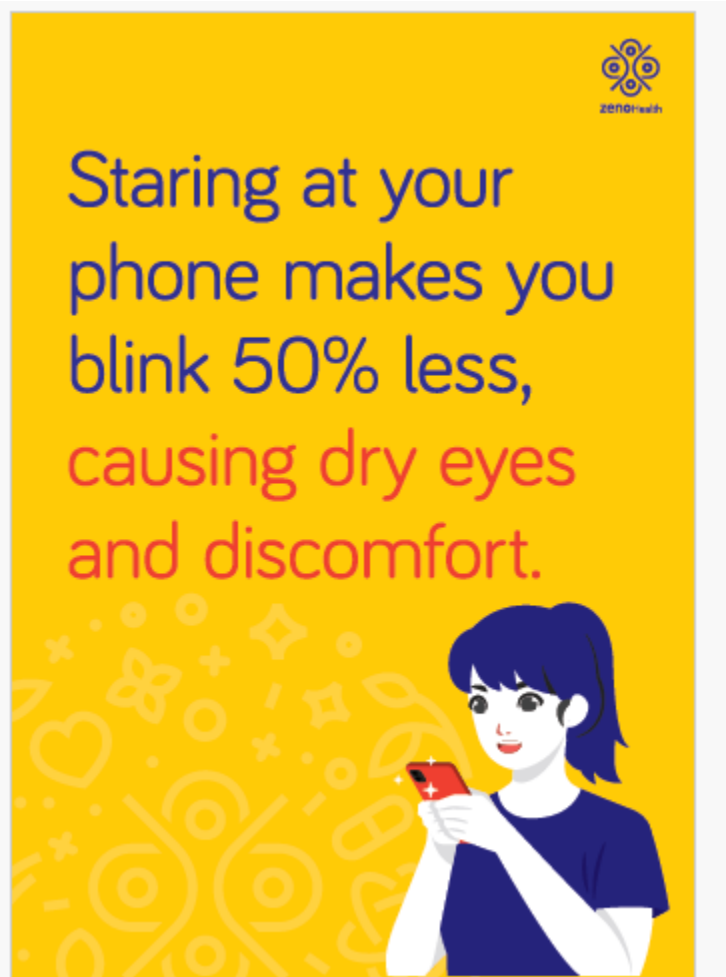
8:40 PM

↩️ Aaj hi Order karein



Zeno Health Store LED Display Samples

As part of new store launches at Zeno Health, I contributed to the content and visual ideation for the **Health Tip Board** displayed in-store. These displays were designed to educate customers by sharing valuable health tips, promoting wellness, and enhancing engagement through visually appealing and informative content.



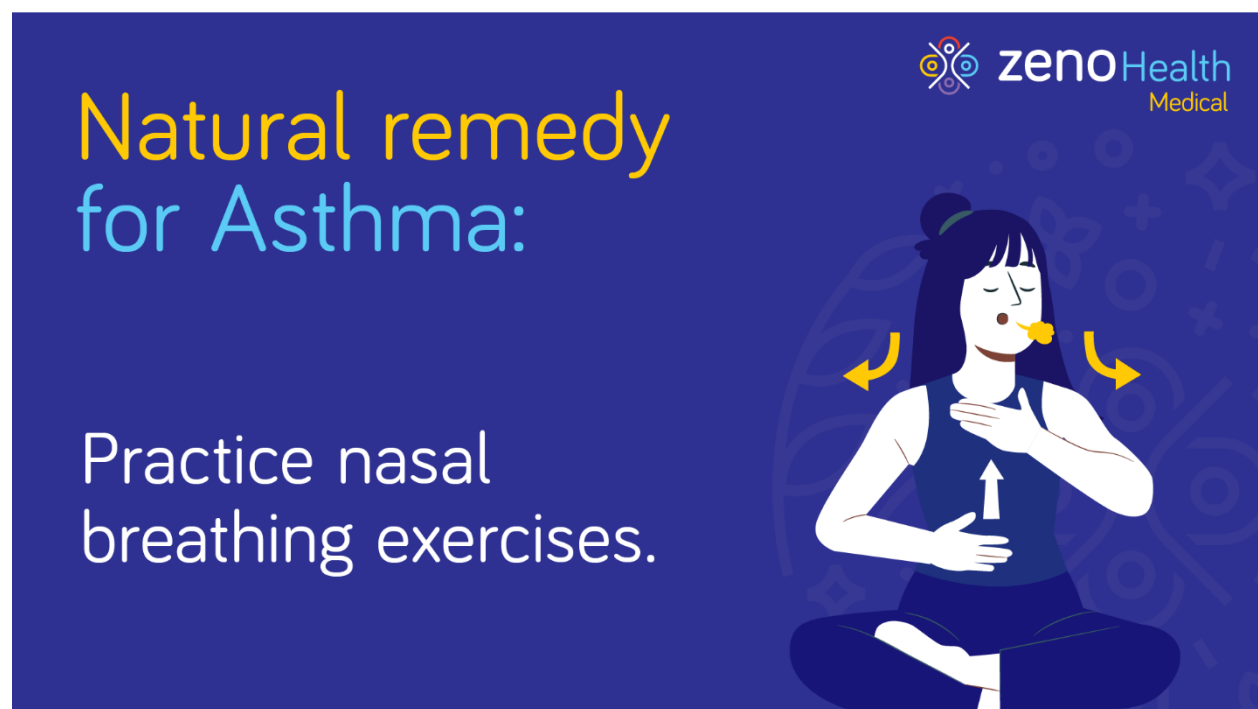


Green and black teas are stomach-friendly, whereas milk tea is difficult to digest.



Infographics – LED Screen Displays in Zeno Health Stores

For newly launched Zeno Health stores across Mumbai, I provided **content and visual ideation** for infographics displayed on in-store LED screens. These infographics were designed to effectively communicate key health information, wellness tips, and promotional messages, ensuring an engaging and informative experience for customers. I collaborated closely with designers to bring these visuals to life.



Natural remedy for Asthma:

Drink coffee,
black tea, or
green tea.



Natural way to control Blood Pressure:

Walk for 30 minutes
every day.



Natural way to control Blood Pressure:

Drink 6-8 glasses
of water daily.



Natural way to control Blood Pressure:

Sleep peacefully for
7-8 hours daily.



Natural way to control Blood Pressure:

Meditate for
15 minutes daily.

