

# Aishwarya Raj Lakshmi

📍 Delhi, India

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## Education

### Gautam Buddha University

August 2022 – May 2025

*Bachelor in Journalism and Mass Communication*

- CGPA: 9.00/10.0

### Green Field Knowledge City, Bihar

2022

*BSEB InterMediate*

### Kendriya Vidyalaya Sonpur, Bihar

2020

*CBSE HighSchool*

## Experience

### Editorial Intern

Noida, UP

*ZEE MP-CG (ZEE Media Corporation Limited)*

Aug 2023 – Sept 2023

- Spearheaded editorial processes and strategies, ensuring high-quality content creation and publication.
- Collaborated closely with cross-functional teams to enhance content production.
- Demonstrated exceptional communication and coordination skills, fostering a cohesive work environment and promoting team synergy.

### Media Coordinator

Gr.Noida, UP

*UNESCO India Africa Hackathon*

Oct 2022 – Nov 2022

- Developed and executed media strategies that boosted event visibility and participant engagement.
- Created compelling social media content, coordinated promotional materials, and managed live event updates.
- Increased social media followers and participant registrations, receiving positive feedback from both participants and organizers.

## Activity

### Pitch Perfect(GLITCH 2024)

12 Apr-14 Apr 2024

*Event Coordinator*

- Developed and executed content strategy, including press releases, social media posts, website copy, etc
- Hosted the organization and execution of a startup showcase event during the TechFest

### Model United Nations(G20-Sahastam)

17 Feb-18 Feb 2023

*Organizer*

- Participated in MUN as a delegate of Ukraine in lieu of security and peace in Eastern Europe.
- Managing the logistics of the event, coordinating with the attendees, and worked as a content developer.

### International Conference of SAARC Journalist Forum

10 Jan -11 Jan 2023

*Management Coordinator*

- Managed the charge of delegating tasks and guiding team members as appropriate.

## Skills

Strong verbal and Written Communication Abilities, Content Writing, SEO ,Google Analytics,Media Monitoring Tools,Campaign Evaluation, Time Management, Team Collaboration

## Certificates

Advanced Google Analytics

Hubspot SEO Certified

Coursera Excel Basics