

Arya Jha

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Objective

A seasoned professional with a dynamic background in media, communications, public relations, and sustainability. With significant leadership experience in national and international youth engagement initiatives, I am seeking a challenging role in a forward-thinking organization. My passion lies in leveraging media and strategic communication as tools for social change, focusing on sustainability, climate action, and education, while driving impactful and meaningful results.

Professional Experience**Job(s)****G20 India's Y20**

Secretary (Communications)

November 2022 – August 2023

- Spearheaded communications for Y20 India, including public relations, media outreach, and digital engagement strategies, promoting India's youth voice globally.
- Organised and led key youth conferences, engaging international audiences in discussions on climate action, education, and sustainability.
- Represented India and WOSY at the **Eastern Economic Forum in Vladivostok, Russia**, where I actively participated in discussions on sustainable development and global youth leadership.

Vasanta College for Women, Rajghat

Guest Faculty

January 2023 – April 2023

- Designed and delivered lectures on media and communication studies, focusing on journalism, media ethics, and the evolving landscape of mass communications in the digital age.
- Conducted hands-on workshops to teach practical skills in multimedia storytelling, video production, and audio editing, enabling students to produce high-quality media content.

- Guided students in executing mock news broadcasts, social media campaigns, and public relations strategies to simulate real-world media scenarios.
- Introduced students to modern tools and software used in media production, including video editing suites, graphic design platforms, and content management systems.
- Facilitated critical discussions on the ethical implications of media practices and the responsibilities of journalists in shaping public discourse.
- Supervised student projects, including feature articles, short documentaries, and podcasts, ensuring they met professional standards and journalistic integrity.
- Mentored students in portfolio development and provided career guidance to prepare them for opportunities in media and communications.
- Evaluated student performance through practical assessments, encouraging a balance between theoretical understanding and practical execution.

Switch2us

Content Writer

October 2021 – October 2022

- Developed high-quality corporate content, including blogs, articles, newsletters, and case studies, tailored to diverse audiences and industries.
- Collaborated with marketing and design teams to create compelling content that aligned with brand messaging and organizational objectives.
- Conducted in-depth research on industry trends, target audience preferences, and competitor strategies to deliver engaging and relevant content.
- Wrote SEO-optimized content to improve search engine rankings, resulting in increased website traffic and user engagement.
- Created marketing collateral such as brochures, email campaigns, and product descriptions, enhancing client outreach and brand visibility.
- Edited and proofread all materials to ensure accuracy, coherence, and adherence to corporate tone and style guidelines.
- Supported internal communication efforts by crafting company-wide announcements, presentations, and employee engagement content.
- Maintained a content calendar to ensure timely delivery of projects while managing multiple deadlines effectively.

Autypical

Social Media Associate

April 2021 – September 2021

- Managed the organisation's social media platforms, engaging audiences and amplifying campaigns focused on mental health and disability awareness.
- Directed and implemented creative content strategies to drive awareness of mental health and disability issues, resulting in a measurable increase in audience engagement.
- Scheduled and monitored posts across platforms, ensuring consistent branding and timely campaign execution.
- Collaborated with design and content teams to produce visually appealing and impactful social media assets, including infographics, videos, and posts.
- Engaged directly with followers, fostering a supportive and inclusive online community aligned with the organization's mission.
- Analyzed performance metrics using social media analytics tools, providing insights to improve future campaigns.
- Coordinated social media campaigns for key awareness days, such as World Mental Health Day, to maximize outreach and impact.

National Book Trust of India, New Delhi

Intern

February 2021 – March 2021

- Assisted in editorial and public relations activities for India's premier publishing institution, and contributed to the organisation of virtual literary events and book launches.

Project(s)

FrameFox Media

Public Relations Executive and Social Media Manager

September 2023 – November 2024

- Managed strategic public relations campaigns and social media outreach, elevating brand visibility across digital platforms.
- Designed and executed multimedia storytelling initiatives, ensuring consistent messaging and audience engagement.
- Coordinated cross-functional teams to deliver high-quality marketing materials, driving client satisfaction and project success.

World Organisation of Students and Youth (WOSY)

International Secretary

2017 – Present

- Leading WOSY's mission with a focus on promoting global peace, unity, and understanding through student and youth exchange programs.
- Managing over 800 members and alumni, and organizing international conferences to engage youth in achieving the United Nations' Sustainable Development Goals (SDGs).
- Spearheaded various initiatives such as national blood donation drives, primary education camps in underprivileged areas, and international workshops on gender equality and climate action.
- Led efforts to commemorate **WOSY's 40th anniversary**, underscoring the organisation's legacy of global student activism and cooperation.

Education

Guru Jambheshwar University of Science and Technology, Hisar

Master of Arts in Mass Communications

2021 – 2022

Indian Institute of Mass Communications, New Delhi

Post Graduate Diploma in Radio and Television Journalism

2020 – 2021

Banaras Hindu University, Varanasi

Bachelor of Arts (Honours) in Economics

2017 – 2020

Skills and Competencies

- **Media & Communication Strategy:** Proficient in designing and executing impactful communication strategies across traditional and digital platforms.
- **Leadership & Project Management:** Extensive experience leading large teams and managing international events, conferences, and youth engagement initiatives.
- **Research & Analysis:** Strong research skills with expertise in media analysis, communication theory, and their practical applications in policy and social change.
- **Cross-Cultural Communication:** Demonstrated ability to collaborate and communicate effectively in diverse international settings.

Key Achievements

- Successfully represented **India and WOSY at the Eastern Economic Forum** in Vladivostok, Russia, engaging in key discussions on climate action and sustainable development.
- Played a pivotal role in organising **WOSY's 40th-anniversary celebration**, fostering international dialogue on the future of student activism and global youth cooperation.
- Led a **national blood donation campaign**, mobilizing thousands of youth participants across the country.
- Conducted **international workshops** on gender equality and decent workplaces, engaging over 500 participants globally.

Languages

- English (Fluent/Advanced)
- Maithili (Native/Advanced)
- Hindi (Fluent/Advanced)

Work Sample

Content Development & Direction

- Authored and directed all content for the official **Y20 India website**: y20india.spmrf.org.

Professional Writing for Industry Blogs

Infrastructure & Outdoor Design (PLC Plus)

- ["Mastering Your Outdoor Oasis: Expert Deck Builders Saskatoon"](#)
- ["Choosing Saskatoon Driveway Contractors for Paving Perfection"](#)
- ["Get the Lush Lawn You Deserve: A Guide to Install Sod in Saskatoon"](#)

Spiritual Insights (Sue B Tarot)

- ["The World in a Tarot Reading: Signifies Completion"](#)
- ["Sue's Blog: Spiritual Insights"](#)

Urban Mobility Trends (eBikesZ)

- ["Pedal Power Rising: The Resurgence of Cycling in Urban Transportation"](#)
- ["Revolutionizing Urban Commute: The Rise of Scooter and Cycling Trends"](#)
- ["Pedal Power Surge: The Growing Popularity of Cycling in Urban Landscapes"](#)
- ["The Rise of Urban Cycling: Exploring the Latest Trends in City Commuting"](#)

Technical Publications (WIT Titanium)

- ["Relationship Between Weld Color and Weld Quality"](#)
- ["Medical Titanium: Innovations and Applications"](#)

(Additional writing samples are available upon request.)

Video Direction Portfolio

Video Direction Portfolio

1. [India on the Move: Y20 Inception Meeting Highlights](#)
 - A documentary-style video highlighting the inaugural Y20 Inception Meeting during India's G20 presidency.
 - Focused on showcasing youth leadership, international dialogue, and the vision for a better future.
2. [India's G20 Presidency: Y20 Overview](#)
 - A promotional video encapsulating India's youth engagement initiatives under its G20 presidency.
 - Presented themes of innovation, inclusivity, and global collaboration.
3. [A Celebration of Impact: Instagram Reel](#)
 - A vibrant and engaging Instagram reel designed to celebrate milestones and inspire audiences.
 - Showcased impactful moments through a creative and visually compelling approach.

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