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Portfolio link : <https://portoflio-website-sepia.vercel.app/>

Right to work: Legal rights to work in the UK

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### Education

**MSc Media and Communications, London School of Economics and Political Science**

**2023 - 2024**

MSc Media and Communications

**Results awaiting**

Modules included: Data analysis, Media strategy, Global Communications, Communication research, Journalism and advanced media studies, feminism(s), and advertising.

- Dissertation: 10,000-word audience study and soap opera, qualitative research.
- Field work: Conducted and coded 30 in-person interviews, in rural India.

**BA(Hons) Journalism, OP Jindal Global University, India (Distinction)**  
**University of Berkeley, California (Distinction )**

**2020 – 2023**

**Semester four**

Modules included: Reading for Writing, Data Analysis for Storytelling, Economics, R-Studio, Radio, TV, Economic Theory and Practice, Social Structures in South Asia, Gender & Sexuality, World History, International Conflict, Semiotics

- Best Researcher Award (Year 2)
  - News Editor and writer at university newsletter.
  - Class Representative (Year 2)
  - Internships and experiences across diverse media agencies and platforms
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### Work Experience

**Marketing head, Applisen London, LSE Startup**

**03/2024 – 05/2024**

**Specialized in curating and delivering a weekly newsletter that combines career opportunities for students from top 10 universities with key London city events**

- Designed and curated a weekly newsletter for approximate 250 students
- On campus in- person advertising of newsletter signups where we as a team work grew from 20 users a day to about 250 users.
- Promote consistency, leadership and coordination
- Put up stalls and promoted incentive methods, to accelerate the signup process.
- Marketing reporting, campaign management and marketing strategies.
- Content writing and Marketing Strategy

**Product design Intern, Yellow Advertising, Mumbai**

**Yellow, is an independent PR and Creative Marketing agency**

**05/2022 – 08/2022**

- All design and curating were done using Adobe Photoshop and Illustrator
- Worked in design capacity across products and marketing
- B2C marketing and creative content creation
- Product design for Hamleys India, (Umbrella design and toys)
- Contributed to the team for Hamleys mobile application design.
- Daily sale poster and product poster designs for Sephora and The Body Shop
- Day-to-day check and running of campaigns i.e Sephora Sale posters and Hamley's seasonal adverts

**Writing Intern, The Independent News, Singapore**

**08/2021**

- Pitching simple, relevant and compelling news stories everyday with a clear outline and reason
- writing daily news article (<https://theindependent.sg/author/simran/>)
- Provided live coverage for online coverage of award shows, including detailed write-ups.
- Interviewed migrant workers in rural India (my hometown), who moved to cities for work purposes on impact of COVID 19 on their day to day lives

**Parliamentary Intern, for MP Mr. Sanjay Singh, Aam Aadmi Party (AAP), New Delhi**

**05/2023 – 07/2023**

- Researched public policies across underdeveloped states in parties constituency
- Integrating digital and social media in campaign activities
- Provided detailed plans on improvements on the three-constituency assigned to me.

- Acted as a communications liaison, drafting messages and following up with the administrative heads of various constituencies and parties.
- Drafted speeches and press release for MP Sanjay Sir
- Frequent field visits to the developed areas, to gain insight on how to adapt improvement.
- Analyzed qualitative and quantitative data and Magistrate data.
- Identifying source data for RFI's and RFP's to ensure high level accuracy and source.
- Case studies and analysis of past cases, to form plans for allotted districts

**Show coordinator and research for NDTV (National Television) New Delhi**

**09/2021 – 12/2021**

- Local election coverage for Bihar and keeping track of minutes run down on election results.
- Show coordinator for 'We the People' (expert and audiences discussion on national television <https://youtu.be/Qq5MrGvtEe4>)
- Curating goggle forms and distributing to frequent participant lists and looking for new participants to sign up for the show.
- Role included, gathering weekly topics for the host and questions from the interested audiences.
- Participant in the show if requested by the host.
- Follow up on the live coverage of the program and take minutes and notes for upcoming week broadcasts.

**Creative writer, The Applause Entrainment, Mumbai**

**01/2023 – 02/2023**

- Writing and editing draft 1 of novel adaptation (Trojan Horse) into potential web-series
- Character organization of the novel adaptation, for example- making detailed notes of the total characters in the novel and their roles while reading it. Discussing it with the head and deciding on how to go about it in the adaptation process.
- Storytelling and editing

**Volunteering/ Project works**

**Debate Society OP Jindal Global University**

**Animal Welfare Society OP Jindal Global University**

**University Newsletter Editor OP Jindal Global University**

**English and Mathematics Teacher, Holy Faith Public School, Sitamarhi, India**

**2019**

- Planned lessons for classes of up to 25 children aged 9 - 12

**IT Skills**

- Adobe Photoshop, Illustrator, Adobe Premiere Pro, Audacity proficiency and Canva
- Experienced user of R-Studio and Digital data visualization platforms like Data wrapper
- Social Media and MS Office especially (Microsoft powerpoint, Microsoft Excel) proficiency
- Strategic thinking and good communication in-depth knowledge

**Interests**

- **Travel:** Recent trips have included regions across India, USA, North Africa and UK
- **Flexibility and adaptability-** From a young age, I've been living in a boarding school across different regions of India and globally. The discipline of change and culture has shaped me into a very open and adaptable person
- **Dance/Music:** Certified Classical Dancer (State Level).
- **Languages:** English, Hindi & Nepali fluent, Mandarin level 1.

**Reference Available on request**