

EDUCATION

**Master of Arts, Media and Communication
(Expected 2026)**
Kingston University, Kingston upon Thames

**HSC SBRG Womens Collage (with 81%,
2018)**
Berhampur ,odisha

SSC Navy Childern School (with 67% 2021)
kochi, kerala

**GPA:8.91, Bachelor of Arts, Journalism and
Mass Communication**
Pune, India - Specialized in Public Relations

PROJECTS

Dream Dew Perfume—Exotic Elegance

Role: Creative Director & Designer
Tools: Adobe Illustrator, Photoshop, DaVinci Resolve, Canva
Created a unified premium identity that helped the brand stand out in competitive online marketplaces.

Posh Living Homes — Modern Luxury Branding

Role: Brand Identity Designer
Tools: Adobe Illustrator, Photoshop
Built an MVP to facilitate youth community interactions within commonwealth events.

“Building Trust in the Digital Age”

— Communication Conclave Campaign
Role: Visual Designer & Campaign Strategist
Tools: Photoshop, Illustrator, Canva
Featured across national event media, strengthening her professional portfolio in brand communication and visual design.

Academic Research — Media & Communication

Role: Postgraduate Student (Kingston University)
Focus: Measuring Creativity through Content Analytics
Developing frameworks to help agencies quantify the impact of design and digital campaigns.

REFERENCES

Mr. Sushil Shetty
-DISENOS SOCIAL MEDIA MANAGEMENT
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**More References
Available on
request**

Mr. Vinay Pawar
-Operations Executive - Bold Marketing
+91 98907 78021

Every project I take on
— from visual identity to campaign design —
aims to tell a story that connects data, design, and human emotion.
My work combines creativity with clarity,
ensuring every idea not only looks good but works well.

Shayonika Behera

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WORK EXPERIENCE

Operational Executive — Bold Marketing

Pune, Maharashtra, India | Sep 2024 – Present

Skills: Client Relations, Content Management, Social Media Marketing, Strategic Communication As an Operational Executive at Bold Marketing, I work closely with clients to turn marketing goals into actionable creative strategies.

My role blends management and creativity — from campaign planning and content scheduling to hands-on design and production.

- Manage two active brand accounts, ensuring consistent and engaging online presence.
- Oversee social media content calendars, analytics, and cross-platform coordination.
- Collaborate with creative and video teams to develop cohesive visual campaigns.
- Provide reports and recommendations to enhance audience engagement and ROI.

Key Achievements:

- Created the Dream Dew Perfume campaign — including drone-shot video and design assets.
- Contributed to Posh Living Homes rebranding and digital content launch.
- Strengthened client retention through responsive management and creative consistency.

Campus Media Intern — D.Y. Patil International University, Pune, India | 2022 – 2023

Skills: Journalism, Photography, Content Writing, Public Speaking

Assisted in content creation and visual documentation for campus events and student-led initiatives. Supported the media team in news anchoring, photography, and social storytelling across multiple platforms.

Key Achievements:

- Produced multimedia content that increased student engagement.
- Strengthened on-camera confidence and team collaboration.

Freelance Designer & Creative Consultant — Remote | 2022 – Present

Skills: Branding, Illustration, Video Editing, Copywriting, Public Relations

Provide design and branding services for small businesses, startups, and creative professionals.

Projects range from visual identity design and logo creation to short-form social media campaigns and video advertisements.

- Developed branding packages tailored to each client's tone, demographic, and message.
- Designed ad visuals and brand storytelling strategies for digital marketing campaigns.
- Edited videos and motion graphics for product launches and social platforms.

Key Achievements:

- Designed a national award-winning logo.
- Built long-term relationships with repeat clients across marketing and design sectors.