



# ANANYA MISHRA

PR PROFESSIONAL  
CONTENT STRATEGIST

## CONTACT

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India

## EDUCATION

### Mount Carmel College

Bengaluru, India

*Bachelors of Arts: Psychology and  
English literature*

## PROFILE

Creative and driven communications leader with extensive experience in public relations, brand storytelling, and content marketing. Currently pursuing a dual degree in Psychology and English Literature, blending a deep understanding of people with sharp communication skills. Adept at leading PR campaigns, securing strategic collaborations, and enhancing brand visibility across channels. Passionate about fashion, culture, and messaging that drives connection and social impact.

## EXPERIENCE

### IDeA Design College

*Public Relations and Marketing*

- Developing creative campaigns to elevate the college's public image.
- Managing digital branding and executed outreach strategies that boosted student interaction and engagement.

### Max Hospital, New Delhi

*Psychology Intern*

- Took case history interviews and administered psychological tests, including scoring.
- Practiced CBT and DBT with patients under supervision.

### Skope Kitchens

*Public Relations and Content Strategist*

- Wrote and curated content across digital platforms aligned with a youthful, lifestyle-oriented brand.
- Assisted with partnership outreach and promotional campaigns.

### Walnut Studios

*Scriptwriting*

- Produced compelling storyboards and scripts for media projects, enhancing narrative-driven branding.
- Collaborated with directors and creative leads to craft messages that resonated with target audiences.

## SKILLS



## LEADERSHIP EXPERIENCE

### Secretary– Film Club, Mount Carmel College

- Will oversee public branding of all events, including fashion-themed film showcases.

### Assistant Secretary – Film Club

- Executed high-traffic events and built inter-departmental collaborations, aligning film narratives with culture and style.

### Content Head – Psychology Association

- Directed campaigns addressing wellness and lifestyle, crafting inclusive, accessible content.

### PR Head- The Carmel Beat, College newspaper

- Spearheaded sponsor outreach, managing partnerships with brands across food, fashion, and tech industries.
- Led campus-wide promotional strategies, doubling visibility for campaigns and events.

## Previous Roles

- **Ideation Head** – French Association
- **Content Team Member** – Psychology & Film Clubs

## SOCIAL IMPACT INITIATIVES

- **Girls Power Club (GPC)** – Lead for Education & Outreach; designed and executed awareness drives and taught youth in underserved communities.
- **OM Academy** – Volunteer educator focused on inclusive teaching.
- **Mind Diaries, Warriors Without Cause, and We For Us** – Contributed to youth-centric campaigns on mental health, equality, and social empowerment.