

# Stuti Singh

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## Summary

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Graduate in **Psychology and English** with strong skills in structured writing, adult learning principles, and behavioral insights. Experienced in developing **training-style content, research-driven storytelling, and learning materials** for diverse audiences. Academic exposure to **research methodology, APA/AMA style guidelines, and content accuracy standards** equips me to transition into medical writing. Adept at collaborating with cross-functional teams, applying psychology-based insights to communication, and ensuring clarity, compliance, and learner engagement in all content produced.

## Experience

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**Vistaar Media | Bangalore, Karnataka**

**Social Media Manager | 04/2025 - 08/2025**

- Developed **structured learning-style content frameworks** for 7+ brands, applying psychological principles to improve comprehension and retention.
- Produced over **30+ content modules monthly**, ensuring accuracy, consistency, and alignment with organizational standards.
- Conducted weekly analysis of content performance to ensure **evidence-based improvements and detail-oriented reporting**.
- Collaborated across teams to create error-free, audience-targeted training-style content, improving engagement by 45%.

**Mount Camel College | Bangalore, Karnataka**

**Social Media Head | 05/2024 - 05/2025**

- Designed and implemented **20+ awareness campaigns** using psychology-based communication strategies to enhance understanding.
- Produced **educational posters, reels, and interactive content** aimed at simplifying complex topics, increasing student participation by 40%.
- Assisted senior mentors in **reviewing, refining, and quality-checking** content to ensure accuracy and alignment with organizational goals.
- Applied **behavioral psychology and research-backed frameworks** to create campaigns that achieved 3x higher engagement compared to previous semesters.

## Education

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**Mount Camel College | Bangalore, Karnataka**

**Bachelor of Arts in Psychology and English | 04/2026**

- GPA: 8.0/10
- Relevant Coursework: Developmental Psychology, Abnormal Psychology, Research Methods, Literary Theory, Communication Strategies
- Academic Exposure: **APA & AMA style guides**, qualitative and quantitative research writing
- Member: Social Media & Design Team

## Skills

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Research & Analytical Skills, Report Writing, Project & Time Management, Writing & Content Development, MS Office Suite, Strong attention to detail, Training Module Development, Healthcare & Psychology Knowledge