



RITIKA SARKAR

PROFILE

Currently pursuing a BA in Psychology and Journalism, with an academic background that strengthens analytical thinking and audience-focused communication. Well-versed in print media with experience in editorial writing, reporting, and feature development, complemented by skills in digital content creation, social media strategy, and collaborative teamwork. Possess a keen eye for impactful storytelling and content strategy across diverse media platforms.

CONTACT

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EDUCATION

2023-2026

**Mount Carmel College,
Bangalore**

- BA Psychology & Journalism
- Sem IV CGPA - 8.3

2009-2023

**Ashok Hall Girls' HS school,
Kolkata**

- Xth % - 91.8
- XII th % - 96.8 (Humanities)

SKILLS

- Editorial Writing & Feature Reporting
- Digital Content Creation & Social Media Strategy
- Content Planning & Calendar Management
- Visual Communication & Design Tools (Canva, Snapseed)
- Team Collaboration & Leadership
- Analytical Thinking & Audience-Centric Communication

WORK EXPERIENCE

2024 - 2025

● **Counselling Intern, MindYog
Kolkata**

05/2025 - 6/2025

- Introduced to core counseling skills, psychotherapy techniques, CBT, and mindfulness approaches through guided training and analysis of 15+ case studies.
- Strengthened interpersonal, analytical, and communication skills, applying psychological insights to enhance professional practice.

● **Reporting Intern at City Express, The New Indian Express
Bangalore**

11/2024 - 12/2024

- Published 5+ bylined articles in print and digital editions, covering major literary, cultural, and lifestyle events in Bengaluru, including the Bangalore Literature Festival, reaching an audience of 1,000+ readers.
- Conducted and transcribed 10+ interviews with authors, artists, and event organizers; collaborated with senior journalists and photographers to produce weekly editorial features under strict deadlines.
- Enhanced expertise in storytelling, research, and reporting, while gaining practical exposure to the operations of a professional, fast-paced newsroom.

● **Design Head, Journalism Association, Mount Carmel College
Bangalore**

6/2024 - 5/2025

- Designed 50+ digital assets including Instagram posts, carousels, stories, and event posters, strengthening the association's visual identity and outreach.
- Boosted social media engagement by 30% through content strategy, planning, and execution of targeted campaigns aligned with audience preferences.
- Developed and managed social media calendars for key college festivals, ensuring consistent branding, timely content delivery, and effective team collaboration.

CERTIFICATIONS

- Anchoring and RJ, Centre of Extended Education, Mount Carmel College
- Project Management, Accenture

LANGUAGES

- English - proficient
- Hindi - proficient
- Bengali - intermediate