



KRISHIKA SATA

Content Writer

PROFILE

Skeptical on some days, relentlessly consuming media on others, I am beginning to understand the woes of adulthood. A pandemic-stricken world has set my expectations for a professional life off to a rocky start, but what is life without a little chaos? As I navigate this curveball of nature, I have newfound respect for the values of perseverance. Why else have we put aside all existential dread and allowed a new, more informed normal to take control over our lives? Ingenuity is the new mantra.

Trying to put together all that I have learned, I hope to find unique experiences to grow and reinforce my talents into hard skills.

My journey as a mass media and journalism student has left me with one key learning, words can affect change. So here I am, putting my thoughts into words and hoping that it makes a difference.

LIFE EXPERIENCES YET

UPG's LitFest – Sept'2019 to Dec'2019

The most prominent and formative experience that my college life gave me came as a surprise to everyone who knows me. As someone who is averse to the chaos of college festivals, I found myself right in the middle of one very hectic festival last year. After much persuasion, I applied for and was selected as the Head of Department for Content at my college's literature festival, UPG's LitFest 2019. The alien world of college fests soon merged with the familiar world of words. I can list at least a dozen skills that I acquired, honed, and discovered within me. However, what I am most grateful for is the confidence that the position gave me in my own work and the ethics it etched in me.

Paperback – Sept'2019 to Dec'2019

UPG's LitFest gave me the opportunity to make an official magazine, a first in the three years of the festival. With the support of my co-HoD and department, I was able to ideate, create and promote Paperback. Our aim with Paperback was for the magazine to embody the spirit of LitFest. Art,

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culture, literature made the festival and every page of Paperback is an ode to that ethos. Despite endless constraints, we were able to make a magazine as diverse as the forms of art that the festival represented. It brought together music, dance, film, theatre, fine arts, written and spoken literature to present a wholesome experience for the reader.

Young India Foundation – 2018-2019

My interest in politics and polity put me in association with Young India Foundation, an organization that empowers the youth into becoming active citizens and participants in the process of democracy. My contact with them began with a panel discussion that I was a part of. As we discussed ‘Youth in Politics’, our collective beliefs were reinforced that the young have so much to offer.

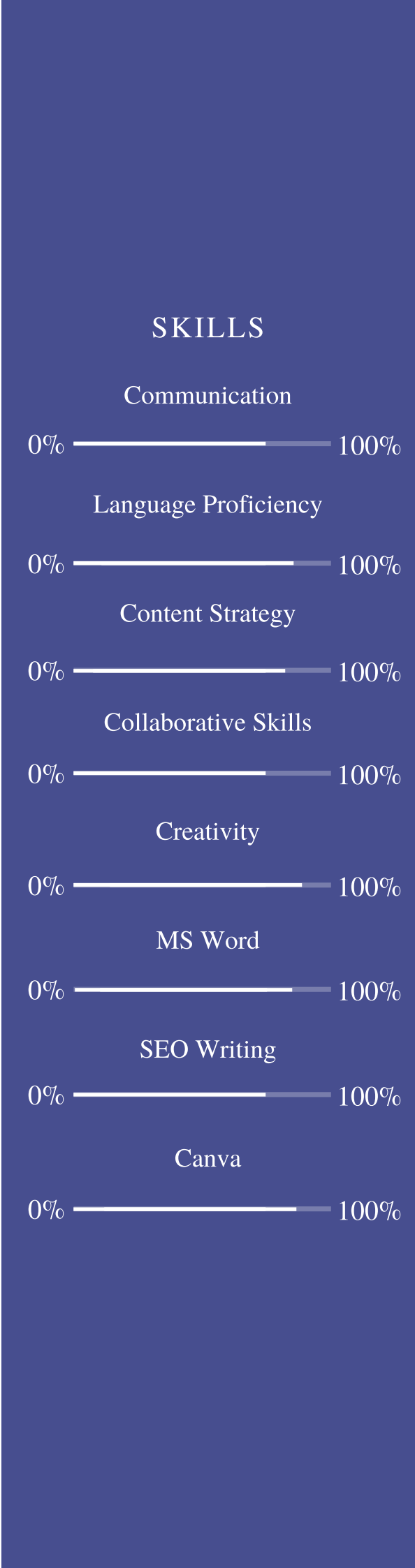
Bustling with ideas and a newfound passion, I volunteered with YIF at their first ever bootcamp in Mumbai. The bootcamp invited 10 young aspirants from all across the country who would be trained in the various aspects of contesting elections at various levels of government. I helped curate biographies for every participant, an attempt for them to put together an identity that best represented their intentions.

I then went on to design and conduct a series of two workshops at my college with YIF. The workshop was a collaboration called ‘Young India Foundation x Usha Pravin Gandhi’. The first session, A Queer Dialogue offered an understanding of the LGBTQ+ community and aimed to educate students with ground realities of the community to promote tools to become active allies. The second session was in association with SeHER, an NGO that advocates menstrual health and hygiene for women in Maharashtra.

My stint with YIF, although informal, gave me solid experience into the world of people who fight stereotypes to change deep rooted dogmas. It is not a journey for the faint of heart. It takes wit, wisdom and every ounce of patience to keep fighting the good fight.

Content Writing Internship at Nyx Wolves Freelance – Aug’2018 to Oct’2018

Apart from the obvious things that my first content writing internship taught me, it also engraved in me that one’s work is valued exactly as much one values their own work. The internship required me to write content for a freelancing digital solutions company. The content was varied in not just the format, but also in the subjects that were to be written about. Content writing is not merely the fun, creative writing activity that one dreams of in college. It is an exercise in dedication and discipline that requires an endless passion for quality, brevity and communication.



PERSONAL INTERESTS



Writing



Reading



Music



Movies



Politics

The Ministry of Pages – Feb'2018 to Mar'2018

Like most college projects go, this one too began with an unrealistic, almost dream-like idea. My group and I had great plans for our Marketing project. We were set to impress our professor, until we came down to actually executing our so-called “business idea”. The project required us to set up a small scale local business, and use online and offline marketing tools to promote and sell our product. The only condition was, the product could not be purchased, but had to be manufactured by the group itself. In short, we were to become entrepreneurs for a month.

After spending days on just picking a product, we finally settled unanimously on ‘customized diaries’. Then began the tedious process of naming and branding our product, sourcing raw material, figuring out a way to make the diary, designing different themes, setting up social media accounts for marketing the product, logistics of delivery and sales, etc. This project became much more than a way to impress our teacher, it was now a business that we had set up with our own money. No wonder, we were happier about the 100% profit we made than the praise we received from our professor.

EDUCATION

BACHELORS OF MASS MEDIA

Usha Pravin Gandhi College of Arts, Science and Commerce | 9.17 CGPI | 2017-2020

HIGHER SECONDARY CERTIFICATE

The B.S.G.D's Junior College | 90.9% | 2017

SECONDARY SCHOOL CERTIFICATE

Dr. S. Radhakrishnan Vidyalaya | 87.4% | 2015

ADDITIONAL QUALIFICATIONS

CAMBRIDGE ADVANCED ENGLISH

Cambridge University, UK | CEFR Level: C2 | Grade A | 2018

SOCIAL MEDIA MARKETING

Indian Institute of Digital Education | Certificate Course | 2017

LINK TO WORK SAMPLES

https://drive.google.com/drive/folders/1FWpDQ_TjtIKOzql0oAYJskStGqAJs1s?usp=sharing