



# PATRICIA BASU

Student of Communication Management

## PERSONAL DOSSIER

I am currently a Second Year student studying Mass Communication with a special interest in advertising. I am forward thinking and creative along with being flexible. I can adapt to different challenges. Research is my forte.

## POSITIONS HELD

- MEMBER OF STUDENT COUNCIL 2017
- MEMBER OF ROTARY CLUB, 2017-18
- FINANCE MANAGER, CREATICON 2020

## CONTACT DETAILS

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## WORK EXPERIENCE

- Aug'18 India Redefined**  
Worked as a social media marketing intern for two weeks. Helped redesign the official website and increased their reach.
- Sept'18 HappyShappy**  
Worked as a marketing intern for a month to promote the startup's mobile app.
- Jan'19 Juice Music & Events**  
Worked as a media relations intern and promoted a tech music festival- "Techcetera" for the company.
- April'19 Swayam**  
Worked as an intern at Swayam, Kolkata (NGO). managed their social media handles and helped them make analysis reports.
- Nov'19 Institute of Psychological & Educational Research**  
Worked as media relations & content writing intern at IPER, Kolkata for a period of four weeks.

## EDUCATION

- 2018 Symbiosis Centre For Media and Communication**
- Second Year Student in B.A Mass Communication
  - Specialisation: Communication Management
- 2010 The Heritage School**
- 11th and 12th grade(Commerce)

## PORTFOLIO AND ACHIEVEMENTS

- Best Speaker at Raise Your Voice '17
- 2nd place in Basketball '17
- Winner of Heads Up, Youthopia '17
- Certificate Course on Digital Marketing from Udemy

## SKILLS

### Technical Skills

- Adobe Photoshop
- MS Office
- Data Analysis
- Social Media Marketing
- Corel Draw
- Adobe Premiere Pro
- SEO
- Website Development

### Other skills

- Decision Making
- Effective Communication
- Skill in three languages; English, Hindi and Bengali
- Punctuality
- Strong work ethics
- Written and Oral Communication
- Problem Solving