

Prerona Mukherjee

Writer-Editor | Social Media Manager

Content Marketing expert, focusing on brand recognition & boosting online presence with more than 4.5 years of experience. Also active as a freelance photographer.

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in linkedin.com/in/prerona-mukherjee-073084148

WORK EXPERIENCES

Senior Editor/Content Writer

Knocksense Media Services

07/2018 - Present

Lucknow, India

Roles:

- Content curation for office website & other digital platforms
- Content management, including editing & publishing
- Creating, strategising & conducting social media campaigns
- Online & on-ground research for story development
- Photography

Contact: Mr. Varul Mayank, CEO - +91 90442 34231

Executive Copywriter

Digital Abhiyan Pvt. Ltd.

08/2017 - 04/2018

Kolkata, India

Roles:

- Content curation & management
- Compilation of social media reports
- Composing bilingual pieces
- Leading PR & marketing activities for brands
- Coordination with various departments & clients to execute projects
- Managing office website content

EDUCATION

Masters in Advertising & Marketing Management

Amity University, Lucknow Campus

2018 - 2020

Lucknow, India

Bachelors in Journalism & Mass Communication

Amity University, Lucknow Campus

2014 - 2017

Lucknow, India

SKILLS

Content Curation

Digital Marketing

Campaign/Project Management

Social Media Marketing

Communications

Photography

Research

Client Coordination

Creative Visualization

Creative Writing

INTERNSHIPS

JW Marriott Hotel, Kolkata (12/2016 - 01/2017)

- Content Curator & Social Media Executive

Bewajah Society, Lucknow (04/2016 - 09/2016)

- Content Writer

Naqshh Pvt. Ltd., Lucknow (08/2015 - 11/2015)

- Content Manager & Photographer

ACHIEVEMENTS

Certification in 'English & Communication Skills'

Awarded by Amity School of Languages

Certification in 'The Online Marketing Fundamentals'

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LANGUAGES

English



Hindi



Bengali

