

# Disha Teckchandani



I am an enthusiastic person who enjoys learning new and valuable skills that add significant value to my life while also solving real-time business difficulties and delivering effective solutions. So I attempt to improve my talents every day so that my curiosity would assist me to achieve skillful understanding in some areas

## EDUCATION

Certificate Course in Digital Branding and Advertising - MICA 2022

.) Master 's in Mass Communication and Journalism - Gujarat University

.) Graduation in B.A (Economics) - LD Arts Collage

.) Schooling from ST. Mary's Convent School - Ajmer

## SKILLS

- Social media campaign development
- Communication Management
- Advertising Strategy
- SharePoint Skills
- Work on Microsoft Outlook
- Creative Strategies
- Designing in Canva
- Knowledge of Scheduling Tool Creator Studio
- Brand Management
- Brand Brief Writing
- Content writing
- Copy writing

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📍 Ahmedabad, Gujarat

## EXPERIENCE

COMMUNICATION INTERN PepsiCo- Hyderabad


- Work on engagement activities
- Manage Microsoft SharePoint
- Content writing
- Make strategies for every month
- Tracked data on company image and adjusted strategies to improve results.
- Made independent decisions to priorities news delivery in line with organisational objectives and time sensitivity.
- Oversaw printing and design of brochures, newsletters and articles for distribution internally.
- Created interesting written and photographic content to grow and compliment organisational profile, reputation and influence

WORK AS COPYWRITER/ CREATIVE STRATEGIST

Digital Friend- Ahmedabad

- Copy writing
- Content Writing
- Creative Strategies
- Knowledge of Scheduling Tool like Creator Studio
- Searching of New Hashtags
- Developed engaging, compelling and captivating copy for adverts and promotions.
- Conducted in-depth research into target audience to generate an understanding of best communication methods before generating the copy.
- Produced and presented proposals to [Client or Management], outlining various copy strategies.

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- Brainstormed creative methods to relate [Content or Brand Message] for [Target Audience].
- Incorporated keywords throughout text to improve SEO.
- Conducted in-depth research into topics.
- Created unique content for [Client or Industry Type] [Products or Services] marketing and advertising objectives.
- Assisted in developing marketing material by developing copy for mediums, including blogs, websites, adverts and newsletters.
- Created copy for social media posts, developing according to social media trends, brand tone and client requests.
- Used data to build strategies for targeting specific markets and consumer demographics..
- Wrote copy for advertisements, email communications and media used in advertising.

## CONTENT WRITING INTERNSHIP WITH NEWS WEB PORTAL Desh Gujarat- Ahmedabad

- Content writing
- Proof reading
- Created plans and communicated deadlines to complete projects on time.
- Preparing Interview questions
- Developed practical and comprehensive lines of questioning to encourage communication with the subject of the interview.
- Maintained interview notes and recorded responses for future reference.
- Interviewed potential participants to determine eligibility.

## NGO INTERNSHIP Unicef- Ahmedabad

- Managed complaints with calm, clear communication and problem-solving.
- Collaborated with team members to achieve target results.
- Developed excellent working knowledge of industry trends and improvements in processes.

## Hobbies

I enjoy learning about new destinations , the history of the internal Revenue Service, and intriguing facts through YouTube and Instagram