

Shrey Srivastava

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Professional Experience

Research & Content (Freelance)

Mobile Premier League (MPL)

New Delhi | Feb 2025 – Present

- Independent research and self-led blog management
- Social media/website content management with SEO

Content Specialist

India Sanitation Coalition - FICCI

New Delhi | Jul 2024 – Jan 2025

- Design & publish newsletters, ensuring clear communication of updates, initiatives to stakeholders
- Research, social media content, fact-checking (in accordance with PIB)
- Ideate and develop content to raise awareness about the WASH sector
- Plan & execute events (ISC-FICCI Sanitation Awards & Conclave), demonstrating strong organizational and coordination skills
- Manage the organization's social media platforms and website to enhance online presence, engagement

Tech Journalist

Indo-Asian News Service (IANS)

Noida | Oct 2022 - Jul 2024

- Researched, developed, and edited articles on AI, technology, startups and related field
- Conducted in-depth interviews with industry leaders to deliver insightful reports
- Reviewed and tested cutting-edge gadgets pre-launch, providing expert analysis

Creation Development Intern

Pocket FM

Shahjahanpur, UP | Dec 2021 - Sep 2022

- Ensured the highest production quality of audio shows by conducting thorough checks on scripts, voiceovers, and music.

Junior Producer - Video Encoding

NDTV Convergence Ltd

New Delhi | Nov 2020 - Oct 2021

- Produced high-quality video content for NDTV's social media platforms using advanced video encoding software.

Content Writer Intern

Mishry.com

New Delhi | Jul 2020 - Oct 2020

- Ideated, created, and edited articles on food-related topics to drive audience engagement.

Education

PG Diploma in Mass Communication & Journalism

Indian Institute of Mass Communication (IIMC)

New Delhi | Aug 2020

Aggregate: 70.8%

Bachelor of Computer Applications

Mahatma Jyotiba Phule Rohilkhand University

Bareilly, UP | Jul 2018

Aggregate: 68.9%

Key Achievements

- Successfully boosted online engagement through innovative content strategies
- Managed end-to-end communications for high-profile events, achieving seamless execution
- Published over 5,000 articles covering diverse topics with leading news agencies

Skills

Research, Fact-Checking, Content Creation & Strategy, Social Media Management, Writing, Editing, Interviewing, MS Word, MS Excel, MS PowerPoint, Canva, Management, Coordination, Media Relations & Storytelling, WordPress