



# CHRISTINA

Seeking an opportunity to work in the digital world as a content creator that will provide a professional and personal growth by combining my keen interest in current affairs, blogs and posts, photography and film making. A quick learner and creative thinker, I look forward to contributions to the team.

## EXPERIENCE

- 15 Days internship in the editorial department of The Hindu. (1 published article)
- One month internship in the Reporting department in the Bangalore Mirror. (1 published article)
- One month internship in Erigo - a solution for travel and entertainment.

## SKILLS

- Software: Microsoft office - Word, excel, power point; Adobe In design, Adobe premier pro; Wix.com; Beginner in Html, Java script, PHP.
- Effective communication skills and Target oriented
- Technical Writing
- Writing Pitch, Blogs and Press release
- Advertising and Public relations
- Ability to learn new skills
- Human resource and marketing skills
- Effective communication skills and Public speaking
- Team management and Time management
- Ability to formulate new ideas and research
- Photojournalism and Broadcast journalism
- Magazines articles and design
- Web content writing
- Web content creation
- Social Media Marketing and Email Marketing
- Telesales
- Language: Hindi, English and Elementary language proficiency in German.

## CO-CURRICULAR ACTIVITIES

- School topper in Multimedia and web designing in class XII.
- Participated in activities organised by Rotract club in 2017.
- Participated in Travel quiz at Manan 2017.
- Art & Design credit course in 2018.
- First prize in cultural walk event in Gran Torino'18 organized by Jyoti Nivas college.
- Head of documentary committee for panel discussion on "Emerging Career Opportunities in Tourism and Hospitality Industry"
- Certificate of appreciation to participate in symposium - "voices of indigenous people".

## EDUCATION

- Pursuing Bachelors of Arts (History, journalism, travel and tourism) - 2017-2020
- Class XII (CBSE) - Presentation Convent Sen. Sec. School - 2017 - 88%
- Class X (CBSE) - Presentation Convent Sen. Sec. School - 2015 - 68.4%

## CONTACT DETAILS

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# ACADEMIC PROJECTS:

## **Project name: Photo Journalism**

Description: Worked for 2 days to click pictures with a contrast and a story, edited and captioned them.

## **Project name: Elan (magazine)**

Description: A magazine based on fashion beyond style. The articles explained various issues and stereotypes associated with fashion. The content of the magazine includes interview, profile, photo feature, home remedies, DIY ideas, feature story, vox pop, and trend updates of 2018. The entire magazine was edited and designed using Adobe In design CC 2018.

## **Project name: News Bulletin**

Description: A news bulletin which covered hard news and soft news of in and around Bangalore city for a duration of 3 months. The information was later compiled, edited and designed on Adobe Premier pro CC 2018.

## **Project name: Ways of life (website)**

Description: The website was published in December 2018; Ways of Life is a general-interest site whose target audience was women. The website was created for those seeking to live an inspired and luxurious life. Ways of life was built on the fundamental idea that consumers are capable of driving significant social change through their everyday purchases, consumer preferences and lifestyle choices. The website was designed on wix.com.

## **Project name: Public Relations strategy of sacred games 2**

Description: Designed a PR strategy to promote sacred games 2 in five phases through social media platform, Press conference, Clothing and merchandise Line, Food (pop ups) and collaborations, Video Game, cosmetics, collaborating and helping NGO's who work for rights of trans women, paintings, illustration and digital posters and trailer.

## **Project name: Ad campaign for Native Bowl**

Description: Made a presentation and video for ad campaign for Native Bowl. The brand was imaginary one. The brand takes a refreshingly different approach to the vegan meal, by aiming to appeal to all of the senses. The presentation was all to sell the product in the market through promotion and a good marketing plan.

## **Project name: Internship report**

Description: Report on one month internship in reporting department of Bangalore Mirror. The Internship helped me to gain experience and more knowledge concerning the media. The report included weekly analysis. And during the period of one month, out of few stories one got published in the tabloid.

## **Project name: creating a user lab manual for Dunzo (Technical Writing)**

Description: Created a lab manual for Dunzo app. The lab manual included description of the product, business plan, Documentation needs, business model, user terms etc.

## **Project name: PSA on Bulimia Nervosa**

Description: The Public Service announcement ad was about Bulimia Nervosa, which is a serious eating disorder marked by binge eating, followed by methods to avoid weight plan. During the period of one month worked on the script, story board, directed, captured and edited it in Adobe premiere pro.