

Hariharan M

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EXPERIENCE

Internship

Provoke Lifestyle Magazine

12/2022 – 02/2023 | Chennai, Inc

- Managed and curated content for various social media platforms, including Instagram, Facebook, and Twitter.
- Increased Instagram followers through targeted content creation and community engagement.
- Monitored social media trends, analyzed data, and implemented optimizations for improved performance.
- Produced high-quality videos for various projects, including interviews and events.
- Captured visually stunning images for magazine articles.
- Hosted and presented video content for online platforms and events.
- Produced engaging and informative content for social media.
- Edited and proofread written content for grammar, style, and consistency.

Social Media Executive and Content Writer

Provoke Lifestyle Magazine

06/2023 – 03/2024 | Chennai

- Authored engaging articles focusing on trending celebrities and topics.
- Managed and curated content for various social media platforms, including Instagram, Facebook, and Twitter
- Increased Instagram followers through targeted content creation and community engagement achieved 28.3% growth in one account within 90 days.
- Monitored social media trends, analyzed data, and implemented optimizations for improved performance.
- Produced high-quality videos for various projects, including interviews and events.
- Hosted and presented video content for online platforms and events.
- Produced engaging and informative content for social media.
- Edited and proofread written content for grammar, style, and consistency

PROJECTS

Media Research

- Identified themes, linguistic techniques, and cultural implications within the lyrics.
- Deciphered cultural references and wordplay within Arivu's rap songs through extensive analysis.
- Developed a comprehensive framework to categorize and interpret the findings, addressing difficulties in analyzing the complex messages conveyed in the songs.

Photo Journalism

- Developed and executed a photojournalism project to create a magazine featuring diverse topics and captivating photographs.

EDUCATION

B A Journalism

Madras Christian College

2020 – 2023 | Chennai

HSC

Montfort Valley Sr. Sec School

2019 – 2020 | Munnar

SSLC

Montfort Valley Sr. Sec School

2017 – 2018 | Munnar

SKILLS

- Content Writing
- Photography
- Videography
- Social Media Management
- InDesign
- MS Excel

- Designed a visually appealing layout and design magazine, incorporating graphic design techniques and attention to detail.

Newspaper Production

- Built a network of reliable sources to gather diverse news stories, verifying authenticity through fact-checking and cross-referencing.
- Categorized news, assigned experienced editors to assess credibility and importance, and prioritized stories for balanced representation.
- Designed visually appealing newspaper layouts, incorporate multimedia elements and meet strict deadlines for timely distribution to readers.

Visual Journalism

- Documented the struggles of Gaana and Rap of Vysarpadi.
- Balanced objectivity and advocacy by presenting a comprehensive and empathetic portrayal of the artists' experiences while shedding light on systemic issues, aiming to raise awareness and promote social change.

Public Relation

A three day awareness campaign on menstrual health.

- Led the event team, planned and executed events, developed concepts, set objectives, and oversaw logistics to ensure events aligned with organizational goals.

INTERESTS

Books | Films | Photography