

# Ayush Kumar

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## SKILLS

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- **Technical Skills:** Digital Marketing, Advertising, Content Strategy, Content Writing, Editing, SEO, Videography
- **Tools/Platforms:** MS Office, Adobe Photoshop, Adobe Premier Pro, Canva, BrightEdge
- **Soft Skills:** Problem-Solving Skills, Team Player, Project Management, Adaptability

## INTERNSHIP

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### Pawzz Foundation

June 2024 – July 2024

- *Public Relation Internship*

#### About:

- Contributed to making content and developing the idea to grow for the foundation.
- Collaborated with many local influencers and famous people to promote the foundation.
- Managed the entire brand and social media footprints of channels, including Instagram, Facebook, and X.

**Tech stacks used:** Adobe Premier Pro, Canva, Photoshop

### Unplugged Overseas

December 2023

- *Content Head Intern*

#### About:

- Planned and filmed a podcast with business professionals.
- Gained hands-on experience in dealing with pressure situations during a shoot with people unfamiliar with the camera.
- Obtained experience of working in the field.
- Learned to Collaborate with other professionals.

**Tech stacks used:** Adobe Premier Pro

## PROJECTS

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### Candid Talk with Javed Akhtar:

April 2024

- Conceptualized, directed, and filmed a captivating podcast of Shri Mukesh Kumar and Shri Javed Akhtar on elections and other burning issues.
- Utilized advanced cinematographic techniques to capture the immersive experience of the legendary writer and lyricist Javed Akhtar Sahab, providing viewers with a visually stunning and culturally enriching portrayal of the city's spiritual significance.
- Demonstrated ability to craft compelling storytelling through cinematography in high-profile collaborations.

**Link:** <https://www.youtube.com/watch?v=o1IUMLP6oho>

### Insta Confluence:

April 2024

- Documented the Insta Confluence event, showcasing the convergence of 20 prominent Instagram influencers, with special coverage of guest appearances by renowned comedian Munawar Faruqui.
- Captured captivating moments and interactions between influencers, providing visual storytelling that highlighted the event's vibrancy and impact within the social media community.
- Demonstrated adaptability and professionalism in managing dynamic shooting conditions, ensuring high-quality photographs that effectively conveyed the essence of the event to a wide audience.

### Making of News Bulletin:

August 2023

- Contributed to production.
- Post-produced the entire bulletin by editing using Adobe Premiere Pro, making graphics using Adobe After Effects, designed logo for LPU times using Adobe Illustrator.
- Explored different news organizations and learned how they produce news bulletins daily.

## ACHIEVEMENTS

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- Secured 1<sup>st</sup> position in Media Quiz May 2024
- Attained 2<sup>nd</sup> position in Photography April 2024
- Bagged 2<sup>nd</sup> position in Short Film Competition April 2024
- Contributed to Winning Feb 2024

## Extracurricular Activities

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- **Media Head** Jan 2024  
MUN, LPU

- **Coordinator Crew**  
Digi Fest, LPU  
Nov 2023
- **Media Head**  
Tec fluence  
Nov 2023

## EDUCATION

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- **Lovely Professional University**  
*Bachelor of Journalism and Mass Communication CGPA: 7.31*  
Punjab, India  
Since August 2022
- **DAV Public School**  
*Intermediate; Percentage: 77%*  
Ranchi, Jharkhand  
April 2019 - March 2021

