

Megha Rajesh

Graduate in Bachelor of Arts

A triple major graduate, skilled in communication and creative thinking. Experienced in content creation, editing, and SEO.

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EXPERIENCE

1. Creative Storm Ltd., Hong Kong- *Business Development Manager*

25/10/2021-present

- Responsible for strategizing and executing social media plans
- Managing 20 tutors, responsible for their daily training and day to day development
- Collaborating with potential partners for promotional and fundraising opportunities
- PR execution, digital marketing

2. Walnut Folks Pvt Ltd.- *Public Relations Intern*

08/2021-10/2021

- Formulated **PR plan, competitor analysis** for an influencer marketing agency.
- Curated a **digital media kit** for distribution.
- Collected database of **351 journalists/ editors** in the marketing niche.
- Experienced with Canva, SEMRush, and Prowly.

3. Preply- *Online English Tutor*

08/2021-present

- Teaching ESL to students between the ages of **25-45**.
- Students experienced a **20% increase** in test scores by the end of **2 months**.
- Experienced with the **private online tutoring platform**.

4. Stanford Arts Review- *Content Writing Intern*

11/2020-01/2021

- Served as a **key writer** in **increasing web traffic**.
- Wrote **80 articles** in total on daily trending content.
- Crafted **2 articles per day** to **improve Google ranking**.
- Articles gained **100-3,000+ views** a day, adding to the increase in AdSense revenue.

SKILLS

- Copywriting
- Business analytics
- Digital Marketing
- Media Relations
- Problem-solving
- Time management
- Teamwork
- Leadership

AWARDS

- District level winner of live stage Anchoring.

LANGUAGES

English, Malayalam

5. Upwork- Freelance Proofreader

11/2020-01/2021

- Worked with global clients on Ebook, essays, and articles.
- Responsible for correcting syntax errors for publication.
- Fine-tuned minimum of 15,000 words in 2 days.

EDUCATION

Kristu Jayanti College, Bangalore

B.A Journalism, English and Psychology (80%)

2018-2021

- A triple major student accomplished in academic writing and research.
- Adept in communication and teamwork.

Chinmaya Vidyalaya, Chala

Senior Secondary- Commerce (91%)

2016-2018

- Pursued Commerce with the combination of Informatics Practices, Accountancy, Business and Economics.
- Acquired top ranker for the Business subject, having scored 95%.

VOLUNTEER EXPERIENCE

1. **Chezuba- Social Media Writer/ Campaign Writing**
08/2021-10/2021

- Prepared social media content/ campaigns to raise awareness for Covid-19 relief and disaster relief.

PROJECTS

Effect of social media on eating disordered tendencies: Psychology Thesis

Kristu Jayanti College

08/2020-11/2020