VATSALA MISHRA

Email ID: vatsala.m2003@gmail.com • Mobile: 7355627002
LinkedIn: https://www.linkedin.com/in/vatsala-mishra-5532191ba/

PROFILE

Data analysis enthusiast with a strong foundation in SQL, Python, Excel, and Tableau. Experienced in research, data-driven storytelling, and trend analysis, with a background in journalism and media studies. Skilled in critical discourse analysis, reporting, and data visualization, with a keen interest in integrating quantitative insights with research and reporting.

WORK EXPERIENCE

Beat Reporter Intern | The Times of India   **June 2023**

- Covered city news and reported on local events.
- Published 5 bylines covering social and cultural issues.

Copy Writing & Voice-Over Intern | Radio Mirchi   **May 2024**
- Conducted relevant research and created engaging scripts for radio segments.
- Provided voice over for advertisements
- Assisted in digital content creation and audience engagement strategies.

PUBLICATION

Effects of India Losing 2023 Cricket World Cup on Abuse Inflicted   **2024**
on Indian Women (25-35 years)

- Presented paper in the Mental Health Conference : Erudita held by department of Psychology, CHRIST(Deemed to be University) Bannerghatta Road Campus Bangalore.
- Incorporated Questionnaire, Data Collection and Data Visualisation

DISSERTATION RESEARCH   **2025**

Conducted a Critical Discourse Analysis (CDA) on the 'trad wife' phenomenon in social media.
- Analyzed media narratives using qualitative and quantitative data.
- Applied data visualization techniques to represent discourse trends.

EDUCATION   **2022-25**

BA Journalism (Hons) | CHRIST (Deemed to be University), Bangalore
Received scholarship for Academic Merit.
Co-Student Representative of Press Club, MESTA (Media Studies Association)
Member of Internal Quality Assurance - IQAC team of the Department of Media Studies.

CERTIFICATES   **2024-25**

- SQL for Data Reporting and Data Analysis (LinkedIn)
- Python for Data Analysis (LinkedIn)
- MS Excel 365 Essential Training (LinkedIn)
- Tableau 2024.1: Essential Training (LinkedIn)
- Complete Guide to Power BI for Data Analysts (LinkedIn)