

Rupam Uttam

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A creative and collaborative copywriter and content creator with more than 2 years of experience. Expert in driving growth and raising brand awareness through customer centric content. Specializes in public relation management, communication and social media.

EDUCATION

MIT World Peace University

Pune, India

Master's in Journalism & Mass Communication

Graduation year: May '23

- CGPA - 9.8/10
- Specialization in Advertising & PR

WORK EXPERIENCE

Freelancer

Content Writer & Social Media

January, 2021 - Present

- Development of content for social media, websites, advertisements etc.
- Promoting clients' products on their accounts.
- Proofreading content for errors and inconsistencies

Orchan Consulting Asia Sdn Bhd

Kuala Lumpur, Malaysia

Junior Public Relations Executive

March 2023 – April 2023

- Public Relations management.
- Managing social media.
- Social media planning for clients.
- Design of simple social media graphics based upon templates provided.
- Drafting of short social media content pieces.
- Website audit for client.
- Attend meetings with potential clients to receive brief.
- Brainstorming with team on PR ideas to propose to clients.
- Online research for client-related matters.
- Emceeing of client webinar.

Vivaci Luxury Pvt. Ltd.

Content Creator and Copywriter

June - September, 2022

- Development of content for social media, websites, advertisements etc for several brands and services.
- Proofreading content for errors and inconsistencies
- Copywriting and development of captions according to the particular brand language.

Good Shepherd School*Front & Back Office Manager, Teacher***Jodhpur, India***April, 2019 - March, 2020*

- Managed the front office and back-office work for the school including direct interaction with parents, handling admission processes, maintaining school records and responded to queries.
- Worked on organizing school schedule, events and calendar.
- Planned innovative lesson plans for a variety of student levels.

Unschool*Community Influencer***Jodhpur, India***September, 2020 - October, 2020*

- Worked with a team of interns as the Community Influencer for the e-learning platform.
- Creating and strategizing marketing activities for Unschool and its courses. Handling leads, conversion, and social media marketing.
- Working on target planning, execution, and day-to-day handling of the operations.

VOLUNTEERING EXPERIENCE

Youth Club India*Volunteering, Content Creator***Jodhpur, India***January, 2020 - May, 2020*

- Development of social media content to raise awareness on topics important for the youth.
- Oversaw and organized drives and activities like youth parliaments.

LEADERSHIP EXPERIENCE

Alyque Club, SOMJ*General Secretary***MIT WPU, Pune, India***January, 2022 – August, 2022*

- Planned and organized meetings, events and activities along with the club's president and treasurer.
- Oversaw the schedule of events and kept a permanent record of minutes of all club/ meetings.

SKILLS AND INTEREST

Skills: Microsoft (Word, Excel and Powerpoint) | Social Media (Instagram, Facebook, Twitter, LinkedIn) | Substack

Interests: Communication & PR, Social Media, Digital Marketing & Branding, Emceeing, Blogging, Poetry