



# PRAKRITI PARUL

## Bachelor's in Journalism and Mass-Communication

I am Prakriti Parul, currently pursuing Masters in Broadcast Journalism at Makhanlal Chaturvedi University. Being a media student, I have my leading aspirations to work and learn as much as I can in the field of expanding media industry. I feel confident at public speaking, relation building, linguistic practices and creative writing. Other than these, I am interested in reading, dancing, singing, voice-over, editing and unveil creativity in my work.

## CONTACT

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- @ParulPrakriti
- thakur\_aiin
- Prakriti Parul

## EDUCATION

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### **POST- GRADUATION MA(BJ) 2022-2024 (CONT.)**

- 8.98 CGPA (UPTO 2ND SEM)
- MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION BHOPAL, MADHYA PRADESH

### **GRADUATION BA(JMC) 2019-2022**

- 8.68 CGPA
- BANASTHALI VIDYAPITH, JAIPUR, RAJASTHAN

### **INTERMEDIATE(12TH) 2019**

- 86.8%
- SKV POCKET 4, MAYUR VIHAR PH-1 NEW DELHI-96

### **MATRIC(10th) 2017**

- 8.2 CGPA
- JAWAHAR VIDYA MANDIR SHYAMALI, RANCHI, JHARKHAND

## SKILL

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- Social Media Management
- SEO Optimization
- Translating/ Proofreading/ Content Editing
- Creative/Web Content Writing
- Social Media Communication
- Leadership/Volunteering
- Social Activating
- Microsoft Word/Excel/PPT
- Language Proficiency (English/ Hindi)
- Public Speaking
- Anchoring
- Production Management
- Collaboration & teamwork
- Journalism
- Adobe Photoshop
- Video Editing
- Audacity
- Voice- Overing
- Poetries/ Stories/ Novel Writing

## INTREST

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- Poetry/ 2-Liners/ Shayari Writing
- Dancing
- Singing
- Painting
- Designing
- Reading

## LANGUAGE

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- English
- Hindi
- Maithili

## EXPERIENCE

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### CORPORATE COORDINATOR AND PUBLIC-RELATIONS UNDER PRADESH TODAY MEDIA GROUP

- Working as Corporate Assistant and Public Spokesperson at Pradesh Today Media Group, Bhopal, Madhya Pradesh.
- April- till date (2023)**
- The work comprise of branding and establishing marketing as well as advertising goals.
  - Working as PAN India Coordinator under the pioneering company.
  - Gaining field experience by communicating to business delegates focusing on mutual benefit for companies.
  - Organizing corporate events, conferences, and promotional activities.
  - Assisting the marketing team in implementing branding strategies and ensuring consistent brand messaging across different channels.

### TRAINEE UNDER AMAR UJALA LIMITED (NOIDA)

- Worked as a trainee for an year at Amar Ujala Limited, Noida  
(Editorial & Digital Desk)
- June- September(2021), October- July(21-22)**
- The work comprised of writing news articles of (300- 700) words in Hindi mainly focused on beats local, politics and entertainment.
  - Transcription and translation
  - Worked on CMS for Digital Platform including proofreading, SEO and website optimization.
  - Gained experience in Field Reporting and worked on the Output desk under the guidance of seniors and the content head.
  - Responsible for proofreading and creative writing for the editorial wing.
  - Learned Editorial writing in the tenure.

## **TRAINEE UNDER AAKASHWANI - ALL INDIA RADIO (PUBLIC BROADCASTER) , NEW DELHI**

- Working as a trainee at AIR Delhi for utmost 6 months. (June-Continuing) (Contractual)
- The work comprised of writing radio programs, jingles, scripts for talk/interview/documentary based shows.
- Assigned under Farm and Home department for 'Kisan ki Baat' and 'Lokranjini' program broadcasting.

## **FREELANCE BASED**

- Selected for Content Writing at Knack Ardor (3rd February 2021- 7th June)
- Appointed as an Intern at Network 10 Media for output desk ( April-May 2021)
- Scripting , Content Creating, and Voice-Overing for Digital Media.

## **Achievements**

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- DANCE DEGREE UNDER PERFORMING ARTS, KATHAK - BANGIYA SANGEET PARISHAD, RANCHI
- CLASSICAL MUSIC VOCAL UNDER SAURABH NAHAR- BANASTHALI VIDYAPITH, JAIPUR
- FEATURED IN A MUSIC VIDEO FOR A SOCIAL CAUSE (MAIN KHO GAYA)

## **SEMINARS & WORKSHOPS**

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- TEMPLE Seminar facilitated by Ms. Sayema Rahman aka RJ Sayema. Topic- "The Show Must Go On" Failure and Stress Management, Building 'Self' Brand (2019-20)
- TEMPLE Seminar facilitated by Ms. Sunita Tiwari Nagpal (Alumnus National School of Drama, Casting Director & Acting Trainer). Topic- "FACT"Films/Acting/Casting/Theatre (2019-20)
- Content Writing Workshop by Ms. Saira Mujtaba (All India Radio news anchor, poet, freelancer for Doordarshan)