

Kshitij Shirsath

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Summary

Result-driven Content Executive with experience in research and content strategy. Committed to delivering beneficial audience-centric content across various platforms. Eager to thrive in the industry, striving to grow personally and professionally.

Experience

Content Executive

Rank Peer Internet Pvt Ltd (Vacatis) • Gurugram, Haryana
04/2023 - 03/2024

- Proficient content writer skilled at tailoring engaging material for diverse audiences.
- Expert in thorough research, ensuring content accuracy and credibility.
- Effective deadline management and collaboration with editors for polished content.
- Adaptable writing style, following guidelines while maintaining consistent quality.

AR Creator

Freelancer • Pune, Maharashtra
05/2020 - 08/2022

- Created fun and interactive AR filters for company and startup Instagram profiles, making visuals more engaging and enjoyable for users.

Special Events Intern

FirstPost (Network 18) • Mumbai, Maharashtra
01/2020 - 02/2020

- Contributed to the success of "Tech2 Innovate," a vibrant youth festival in Delhi.
- Managed tasks like booking hotels/fleets and coordinating with celebrity guests.
- Brainstormed creative ideas to promote the event within the university, driving increased participation.
- Acted as the main point of contact with Delhi colleges, inviting students to participate as volunteers for diverse event roles.

Volunteer Work

MIT World Peace University • Pune, Maharashtra
09/2019 - 10/2019

- Volunteered at the First National Conference on Media and Journalism (A 2 day event at MIT ADT University)

Volunteer Work

MIT World Peace University • Pune, Maharashtra
01/2019 - 02/2019

- Contributed to Bhartiya Chatra Sansad (BCS) at MIT WPU, a non-political organization uniting socially aware students from 25,000+ colleges across 400 Indian universities.
- Conducted interviews with participating students and guests, improving organizational understanding and engagement efforts.

Assitant Director

MIT World Peace University • Pune, Maharashtra
07/2017 - 09/2017

- Assisted in LACS theatrical group's production 'Charkha Vikne Aahe' for the Purshottam Karandak Drama competition.
- Assisted in rehearsals, script reading, and improvisation sessions, ensuring a polished performance.

- Managed lighting arrangements during the production, enhancing the visual impact of the play.
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Education

Master of Science in Media Ventures (STEM)

Boston University • Boston, MA

- Received: Dean's Scholarship
- Capstone Project - Insaaf (Justice) a peer-based reporting app designed to let students submit anonymous reports through a secure and encrypted network with an active community of people who are committed to bringing justice to them.
- Dropped out

Bachelor of Arts in Mass Media

MIT World Peace University • Pune, Maharashtra

09/2020

First Class with Distinction

Skills

Content Creation, Research, Event Management, Communication, SEO, Volunteer Coordination, Attention to Detail, Computer literacy

Software Skills

- Microsoft Office Suite
 - Spark AR
 - Google Workspace
 - Adobe Photoshop
 - Canva
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Languages

Marathi, English, Hindi