



# MUSKAN BHATIA

## Media Professional

Enthusiastic Mass Media graduate. Possessing 8 months of content writing experience for a PR company, 9 months of part-time video editing, and internships in content planning (3 months) and PR (4 months). A creative thinker with a strong foundation in media and communication.

✉ muskanbhatia131@gmail.com

☎ 9920910466

📍 MUMBAI, India

## EDUCATION

### Bachelor's in Mass Media (Advertising)

Jai Hind College

09/2020 - 04/2023

9.33 CGPA

#### Courses

- Creative Writing, Film Appreciation and Short Film Study

## WORK EXPERIENCE

### Content Writer

Raindrop Media

05/2023 - 12/2023

Mumbai, India

Entertainment PR Company

#### Achievements/Tasks

- Creating PR content for Bollywood Celebrities, Bollywood films and production houses.
- Pitching weekly ideas/pegs for the articles.
- Working on Plan-of-Actions, and PR strategies.

### Content Planner Intern for Western Railway

Akar Advertising

08/2022 - 12/2022

Mumbai, India

#### Achievements/Tasks

- Copywriting and Creative Writing for Western Railway.
- Creating content calendar.
- ORM & Transfer.

### Public Relations Intern

The Studio Talk

01/2022 - 05/2022

Mumbai, India

#### Achievements/Tasks

- Handling various clients ranging from the Bollywood industry to the international technological products.
- Amplifying their coverages and creating docket tracking them.
- Transcribing interviews and converting them into articles suitable for publication.

### Video Editor (Part Time)

Feminist Pen Foundation

08/2021 - 02/2022

#### Achievements/Tasks

- Edited and produced high-quality videos for social media campaigns.
- Demonstrated proficiency in video editing software like Adobe Premiere Pro, DaVinci Resolve and Inshot.
- Amplifying the awareness around the NGO's campaigns

## SKILLS

Content Creation and Copywriting

Video/ Photo Editing

Social Media Management

Content Planning and Strategy

SEO and SEM Basics

Analytical Thinking

Strong Communication Skills

Adobe Premiere Pro

DaVinci Resolve

Canva

Adobe Photoshop

Google Analytics

Keyword Research

## PERSONAL PROJECTS

### Ad Design Portfolio For a New Movie Theatre

- Created a portfolio where I designed the logo, merchandise, promotional posts for a new movie theatre company
- Created a storyboard for a TVC for it

### Nykaa Spec Ads

- Wrote a script for the digital marketing of a Nykaa campaign
- Shot and Edited the videos

### Documentary - Heads and Tails (Two Sides of the Same Coin

- A documentary on Influencers, and their impact on pop culture
- Interviewed influencers, journalists and people on this topic
- Shot and wrote the script for the documentary

## CERTIFICATES

### Film Appreciation (06/2020 - 09/2020)

Jai Hind College

### Creative Writing (01/2021 - 04/2021)

Jai Hind College

### Short Film Study (01/2023 - 03/2023)

Jai Hind College

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

French

Professional Working Proficiency