

# MANASA K R

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## SUMMARY

Experienced content writer and marketer with a Master's in Electronic Media. Proven ability to craft engaging content, manage social media campaigns, and drive measurable results. Experience with client and employee management ensures effective communication and project execution across teams.

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## WORK EXPERIENCE

### Social Media Marketing Intern, DesignVR

Dec 2023 - Mar 2024

- Grew social media community by 60% through targeted content and consistent brand voice.
- Optimized content based on data insights, boosting engagement by 25%.
- Developed strong communication skills while fostering a thriving online presence.

### Content management Intern, Ideasson technology solutions

Mar 2022 - Jun 2022

- Leveraged social media platforms to foster positive social connections, crafting employee appreciation and celebratory posts that boosted engagement and company pride. Also managed employees' LinkedIn accounts.
- Developed website content, refining writing and communication skills for enhanced clarity and effectiveness.
- Explored UX design, igniting a passion for creating user-centric experiences that drive innovation and satisfaction.
- Coordinated with teams, enhancing collaborative efforts and contributing to a positive workplace culture.

### Content Creator, YouthInU

Mar 2021 - July 2021

- Crafted captivating educational videos tailored for primary schoolers .
  - The process of crafting engaging educational videos ignited my creativity, inspiring innovative approaches to content creation across various mediums.
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## EDUCATION

### Master of Science in Electronic Media (Integrated)

July 2019 – July 2024

College of Engineering, Anna University

- Specialization in Multimedia and Mass communication.
  - Thesis on "Memoirs of Michaung Cyclone and Flooding among Urban poor children in Chennai".
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## ADDITIONAL INFORMATION

- **Technical Skills:** Project Management, Research, Content Writing, Digital Marketing, SEO, Client management, Effective communication, Long form writing.
- **Languages:** English, Hindi, Tamil
- **Certifications:**
  - Public Relation Masterclass course certification from Udemy
  - Digital Marketing Course certification from Internshala