

PRATIKSHA RASTOGI

• Content Writer •

ABOUT ME

An enthusiastic and passionate individual with experience in the field of content writing and event management. I love to create and work on new projects with a zest to learn and perform better. I have the drive to see things through completion with a practical approach.

EXPERIENCE

Biztrip- Hospitality Marketing Firm, September'19- April'20

Content Writer | Part-Time

- Worked closely with the digital marketing team to work on concepts for blogs, social media content, & email marketing.
- Single-handedly produced content for main clients including Mandawa Group of Hotels, Jaipur Bungalow, etc.

Prodo Inc - Marketing Firm. Jan-March' 19

Content Writer | Internship

- Planned social media themes and wrote blogs, social media content, brochures, & emails for clients including Kulsum Kaya Kalp, Small Wonder School, Bhagat Mishthan Bhandar, etc.

Princess Atelier - Wedding and Baby Photogarpheer

Content Writer | Freelancer

- Curated and wrote photography blogs, brochure content, and social media content.

Short & Curly - Salon

Content Writer | Freelancer

- Worked closely with the marketing team to produce concepts for clients.
- Social Media Content

TeamWork Arts, Delhi - Event Planners and Producer

Volunteering

- Volunteered at Jaipur Literature Festival, 2019
- Volunteered at Mahindra Theatre Excellence Awards, 2019



EDUCATION

- 2017-20: BA(Hons) English Literature, The IIS University
- 2017-18: Certificate Course in Event Management, The IIS University
- BEC Vantage Certificate, Cambridge
- 2017-CBSE Board XII Grade: 69%
- 2015 - CBSE Board X Grade: 8.2/10.0

SKILLS

- Creative Writing
- Social Media Management
- English Proficiency (Spoken and Written)
- Blogging
- Basic Designing using Canva
- Event Management

INTERESTS

- Traveling
- Reading
- Craft and Designing
- Cooking