



# JYOTSNA SRIVASTAVA



9711381067



C-4/113 A, Keshav Puram, Delhi-110035



jyotsnasrivastava@rocketmail.com



<https://www.linkedin.com/in/jyotsna-srivastava-707680143/>



August 24,1994



English , Hindi

Communication post-graduate looking forward to work with world class organization which will provide me excellent learning opportunity and growth and simultaneously using my skill & knowledge for organisational business activities.

## SKILLS AND INTERESTS

Business Skills: Team Management, Problem solving, Time Management, Good organiser, Initiator

Technical Skills: MS Word, Excel, Power Point, Canva.

Interests: Travelling, Dancing, Acting, Social work, Cooking

## EDUCATIONAL HISTORY

MBA(Communication Management)(2017-19)  
Symbiosis School of Media and  
Communication,Bengaluru,securing 7.79GPA

B.Sc(H) Chemistry, Kirori Mal College, Delhi  
University(2016) securing 69.71%

XII, Maharaja Agrasen Model School, CBSE(2012)  
securing 62.55%

X , Maharaja Agrasen Model School, CBSE(2010)  
securing 76%

## PROJECT

### FREELANCER

#### 239-THE BUSINESS DEVELOPERS,DELHI | MAY 2018 - PRESENT |

- Part of the social media team for the startup.
- Design and development of the content for the Facebook and Instagram page.
- Ideation for the campaigns.
- Part of the strategy development for the new business proposals.

## CERTIFICATIONS

- Certificate Course in Human Resource Management from YMCA,Delhi in 2017, securing 77% aggregate.
- Buffer :Getting Social with Buffer (January 2018)
- Social Media Management tool (January 2018)

## PROFESSIONAL HISTORY

### ACCOUNT ASSOCIATE

#### GREYMATTERS COMMUNICATIONS & CONSULTING,DELHI | MAY 2019 - JUNE 2019|

- Developed Advocacy Proposal for Ball Corporation.
- Tracking & updating coverage for Clove Dental and drafting feature articles for dissemination.
- Client Proposal for building brand Bihar for Bihar Government.
- Social Media Assistance for Pride East Entertainment Pvt.Ltd Channels.

### PUBLIC RELATIONS INTERN

#### GREYMATTERS COMMUNICATIONS & CONSULTING , DELHI | APRIL 2,2018- MAY 31,2018|

- Designing and managing social media content for clients and analysis of engagement.
- Tracking and updating coverage in newspapers and online portals.
- Developed training module for Ministry of Tribal Affairs and took session for the same.
- Designed and developed content for District Collectors of India.
- Responsible for creating content grid for World Hindu Congress 2018.
- Research on Business Development projects. Drafting press releases, pitch notes for journalists and FAQs for clients.
- Clients: District Collectors of India, Ministry of Tribal Affairs, Bhilwara Sur Sangam, Clove Dental, World Hindu Congress 2018.

## EXTRA-CURRICULAR ACTIVITIES

- Organised college fresher and farewell parties
- Volunteered for departmental fests.
- Volunteered for a girl's child home in Delhi.
- Took training session at Ministry of Tribal Affairs on Smart Communication.