

Anutosh Saxena

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Work Experience

Aviva Life Insurance, Gurgaon

January 2012 – February 2013: **Assistant Manager – Digital & Mobile Initiatives**

Currently working with the Strategic Initiatives team at Aviva, where major responsibilities include design & deployment of a new e-commerce portal for loyalty program services, mobile based sales performance tracking systems, digital & social media marketing of company products. Additionally I also handle the internal communications, the intranet, management blogs, copy writing for reward & recognition programs and support the marketing teams communications.

HT Media Ltd, New Delhi

October 2010 – December 2011: **Assistant Manager – Digital (HT.com)**

Worked with the product team at Hindustan Times, handling Sports, Books, Travel and all special coverage sections for online & mobile platforms of the newspaper, including websites and mobile apps. Major responsibilities included conceptualizing, developing, writing & editing for projects, ensuring user traffic, search engine optimization, product marketing & promotions planning, social media & mobile platform integration including application development, affiliate development and technology team coordination & deployment.

August 2009 – September 2010: **Senior Copy Editor**

Worked with the special projects team at Hindustan Times' online division, responsible for maintaining content for the National Portal of India <<http://india.gov.in/>>, which included conceptualizing & developing special features in coordination with National Informatics Centre (NIC), Government of India and streamlining SEO, SEM & social media activity for the website. Additionally, also wrote the weekly business news analysis and also worked on creating the website's new Information Architecture & User Interface.

Daminis Ltd, London

October 2008-July 2009: **Accounts Executive**

Responsibilities included, Bookkeeping - receiving and recording invoices and arranging payments and preparing and sending invoices, Payroll Management - calculating and distributing wages and salaries. Additionally, managed the marketing & advertisement strategy for the store.

Zee Entertainment Enterprises Limited, Mumbai

May 2007-September 2007: **Assistant Post Production Manager (ZEE TV)**

Responsibilities included scheduling facilities and editors, organizing work tasks and maintaining work logs, capturing, archiving and storing footage, synchronizing media distribution to other platforms for the reality show, Hero Honda SaReGaMaPa Challenge 2007; also responsible for Master Output and media storage.

March 2007: **Management Intern**

One month internship in the corporate office, securing sponsor and marketing requirements, scheduling production logistics, drafting & arranging broadcast documentation (across offices in Singapore, Dubai and Mumbai)

Education

2008-2009 **Post-Graduate Diploma in Law**

Intellectual Property & Media Law
BPP Law School, London

2007-2008 **MA in Media, Communication & Cultural Studies**

89.09%
Erasmus Mundus Masters Programme
University of London & University of Florence

2004-2007 **B.Sc. (Electronic Media)**

72.90%
Devi Ahilya University, Indore

Achievements/Positions of Responsibility

- **NIXI Fellowship 2010 - 2011**

Selected by the National Internet Exchange of India (NIXI), for their fellowship programme to develop new ICT related policies for the country and to represent India at various diplomatic conclaves.

- **Erasmus Mundus Scholar**

Selected by the European Commission for the Erasmus Mundus Scholarship to study at the Comundus Masters programme in London and Florence.

- **Group Leader (IT IP ProBono BPP Law School)**

Represented the university and liaised with law firms & legal academics and arranged presentations for professionals and students from the technology industry.

- **Student Director (University Cultural Activities)**

Organized and arranged for all internal university events for the academic year 2006-2007 and also managed the University auditorium.

- **National Level Basketball (Western Zone, India)**

Represented Western India in the CBSE National Basketball Tournament, 2003.

Projects

- **Own-It (Legal Advice Clinic)**

Guided students and professionals related to the Information Technology industry about the law related to the sector and in particular, helped them understand the implications of intellectual property law for the creation as well as protection of their work.

- **‘Cultural Identity & Piracy: Consumerism in the Digital Age’**

A research paper on the representation of identity, based on the culture of consumption brought about by media piracy in the digital age, presented as part of master thesis.

- **Learning from Online Worlds (London Knowledge Lab)**

Documented and supported theoretical accounts of learning in immersive social spaces and helped develop and test practical recommendations for teaching, based on these findings.
<http://learningfromsocialworlds.wordpress.com/>

- **Acceptance of Psychiatry in Rural India (University Grants Commission)**

Produced a documentary for the UGC-CEC Country Wide Classrooms adult literacy programme.

Skills

Languages

Fluent: English, Hindi, Bengali and basic Italian
TOEFL iBT: 116/120

IT

Adobe Flash, Adobe InDesign, Adobe Pagemaker, Adobe Photoshop, Adobe Premiere Pro, Apple Final Cut Pro, C++, Corel Draw, Drupal CMS, Edios CMS, Joomla CMS, LexisNexis DB, MS Enterprise Server, MS Office Suite, Oracle DBMS, QuarkXPress, Steinberg Nuendo, Westlaw DB, Wordpress CMS

Interests

Sports: Basketball & Cricket in particular.

Travel: Regular Backpacker (Rio de Janeiro, October 2011) & a keen wildlife traveller.

References available on request