









Meenal Vashistha

Multimedia Creator / Marketer

I help brands and individuals create their online presence authentic to their company / personal values. I use text, audio, video, and graphic design to achieve that.

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Work Experience

Work Samples

Copy & Content Writing

- Scriptwriting
- [Website Copy](#)
- [News Writing](#)
- [Blog Writing](#)

Anchoring

- [App Review](#)
- [Tech News](#) • [App Review](#)

Interviews

- [Startup Story](#) • [Industry Insights](#)
- [Conversational AI](#)

Documentary Production

- [Period Poverty in Delhi Slums](#)

Video Edits (Premiere Pro)

- [Documentary Edit](#)
- [Documentary Edit](#)

Skills

- Copy & Branding
- Proofreading & Editorial
- Social Media Content Creation
- Video Editing
- Graphic Design

Education

2019-2020
PG Diploma in Journalism (Print)
Asian College of Journalism, Chennai

2013-2016
BA (Hons.) in Political Science
IPCW, Delhi University

Social Media Strategist

GWD Collective

- Reel content creation
- Marketing Collaterals | posters | pitch decks | presentation | blog post
- Website layout design
- Website copy redesign

Anchor & Marketer

MobileAppDaily

- Instagram and Youtube content creation
- Industry expert interviews and sales copy
- Tech blogs and website copy
- Learnt about SEO, ad and PR copy

Copywriter (Freelance)

PebbleMediaSolutions AmplifyWorks JustWords Consultants

- SEO writing
- Feature writing
- Health and Insurance writing
- Home decor and design blog

Trainee Reporter & Video Editor

The Probe

- article writing / news writing
- on-ground interviews and reporting / investigative documentary production
- video editing on premier pro
- social media management
- research skills

References

Ansh Sharma

Founder, GWD Collective

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Prema Sridevi

Founder, The Probe

Email : premasridevi@gmail.com

Kartik

Comms, Grooby Web

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Rushika Papreja

HR Manager, JustWords

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