

Richa Solanki

Delhi

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I am a mass communication post graduate and have been a sincere learner in my vocational subject. My profound interest in

mass media has made me aware and relevant to the changing trends in Mass Communication.

As passionate and driven I am for the work I do I also believe in having precise knowledge about the subject.

My experiences have helped me in sharpening the skills and my interpersonal communication skills have contributed in fueling

my efficiency in my work.

My interest has led me to dive in multiple branches in Mass Communication.

Lastly my inquisitiveness has served well in my personality and work. Hence I do believe I can be a potential asset to any organization.

Personal Details

Date of Birth: 1997-12-01

Eligible to work in: India

Highest Career Level: 1-2 years experience

Industry: Media & Communications

Total years of experience: 1

Work Experience

Social Media Executive

YCE Digital Private Limited-Delhi, Delhi

Full-time

1 month notice period

August 2023 to Present

At YCE, I had the exceptional opportunity to work as a social media executive, content writer, and manager. This multifaceted experience made me a more holistic and capable professional in my field. I successfully managed my team, handled the pressures of leadership, and contributed as a shared resource for e-commerce and social media. My role involved writing content, studying analytics, creating reports, and maintaining a regular posting schedule across various social media platforms. Additionally, I executed campaigns and contests to drive brand growth. Working with diverse brands allowed me to discover my true potential and refine my skills in multiple areas.

Content Writer

FORMS ADDA-Ranchi, Jharkhand

April 2023 to May 2023

Content marketing writer

Black Pepper Digital-Delhi, Delhi

September 2022 to March 2023

As a content marketing writer I have to create copies, create social engagements on social media platforms and content for

various products and brands.

On a daily basis I was assigned tasks and had to deliver within a specific time period. I had to be actively participating in

creating engagement on multiple social media platforms.

Creating copies and strategizing how the brand could be displayed well on multiple platforms.

Education

Graduation in Journalism and Mass Communication

At. Xavier's College - Ranchi, Jharkhand

2016 to 2019

BA in Journalism and Mass Communication

St. Xavier's College - Ranchi, Jharkhand

Skills / IT Skills

- Creative writing (1 year)
- Proofreading
- Keyword Research
- Blogging

Additional Information

I am confident and have good communication skills. I also write content such as short stories.

I stood first in Political Science and Film Appreciation subject in college and passed NCC exam with grade A.