

ANUSHKA SHEJOL

PR | Author | Content Writer | Branding | Social Media

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Career Objective

Versatile professional with a passion for building brands and driving strategic growth. Offering a unique blend of skills in public relations, authorship, social media management, and business development. Seeking to apply strong Journalism and Mass Communication background to drive effective marketing and communication strategies for organizational growth and brand recognition.

Client Sectors:

- Hospitality
- Education
- Healthcare
- Food & Beverage
- Cosmetics
- Finance
- Industrial (MSME)
- Celebrity/Influencer
- Entertainment

Work Experience

August 2024- December 2024
The Gods Studio
(Freelance Project)

Public Relations and Social Media manager

(Project: Gallery of Dreams - Its a travelling gallery based on 100 years journey of hindi cinema, travelling in India and then internationally, 10 days in each city. Including 360 degree immersive experience gallery)

- Content creation : Overlooked the content creation and approvals
- PR management : Reaching out to the necessary sources
- Panel selection : Selection of the right panelist for the discussion over the 10 days.
- Social Media Strategy : Building effective social media strategy for the required platforms and content curation.
- Influencer / artist management : Selection and confirmation of the right influencers and artists for the overall day and evening events.

April 2023- August 2024
Witan Excel Pvt Ltd.

Public Relations and Social Media manager

- Content Creation: Created engaging content for multiple platforms to boost brand awareness.
- Script Writing: Wrote creative scripts for client videos, aligning with brand messaging.
- Web Development: Assisted in developing and maintaining user-focused client websites.
- Social Media Management: Managed social media accounts, creating posts, engaging with the audience, and analyzing performance.
- PR Management: Developed and executed PR strategies, including press releases, media outreach, and event coordination.
- Blog Writing: Wrote informative blog posts aligned with client goals.
- Client Presentations: Prepared and delivered presentations showcasing campaign strategies and performance.

August 2022- March 2023
24 ARC Media LLP

PR and Social Media management Executive

- Managed social media accounts for various clients, created and scheduled posts, engaged with followers, and analyzed performance metrics.
- Developed engaging content for multiple platforms, managed client websites, and implemented SEO strategies to enhance visibility and organic traffic.
- Planned and executed PR events and on-ground activities to promote client brands, enhancing their public relations efforts.
- Clients managed: **The Mafia Players Club, SmyleXL Dental Clinic (All branches), TGP Pune, Masters Biryani N' Grill, Madhavbaug (Warje & Rahuri), Physio9, Punjabi Spice, Nari'yal Cosmetics**

August 2019-July 2022
Amazon

Process Specialist

- Handled a portion of USA business communication, ensuring effective and professional interactions.
- Worked with various Amazon platforms, including Amazon.ca (Canada), Amazon.com (USA), ABG (Amazon Business Group), and Amazon.in (India).
- Successfully managed business communications across multiple regions, enhancing customer satisfaction and business operations.

May 2018-May2019
Arya's School

Science Teacher

- Was responsible for Theory and practical for class 10th for Science

Additional

May 2022-November 2022
Maaya Magic Magazine

Content Editor / Content Creator

- Responsible for Writing articles on current issues and interesting issues for a life-style magazine

December 2021
Blurred Stories

Book Editing

- I am author for the book "Blurred Stories"
- I was responsible for content creating, editing and proofreading.
- ISBN- 13 979-8885309592

Freelance

2020 - Present
Freelancing

Content Writing

- Successfully built and maintained long-term relationships with clients, resulting in repeat business and referrals.
- Consistently received positive feedback for well-researched and engaging content.
- Contributed to the growth of clients' online presence and engagement through high-quality content for blogs/ articles, etc.

2019 - Present
Freelancing

Social media management/ content strategist

- Handled social media accounts for clients across various sectors, creating and scheduling posts, engaging with followers, and analyzing performance metrics to improve engagement and reach.

Education

Masters Of Arts - Journalism and Mass Communication (Pursuing)

Savitribai Phule Pune University

Majors : Advertising, Editing, Social media communication, Script writing, Public relations, Radio broadcasting, Intercultural communication.

Bachelors Of Arts- Literature

Kalinga University

Let's Connect

Linkedin

Anushka Shejol

<https://www.linkedin.com/in/anushka-shejol-2b262a166>

Instagram

_blurred_stories

https://www.instagram.com/_blurred_stories/

Substack

<https://substack.com/@anushkashejol>