

Profile

A dynamic, motivated, result-driven social media marketing & corporate communication professional with strong educational background and proven work ethic to support self-growth & growth of an organization. Out-of-the-box thinker who is comfortable working in teams or independently to ensure solutions consistently exceed business goals.

Joined CUTS on 29th September, 2021 as Programme Associate.

Experience & Skills

Marketing & corporate communications trainee | IIHMR University| Jaipur, RAJ (July'19 to July'20)

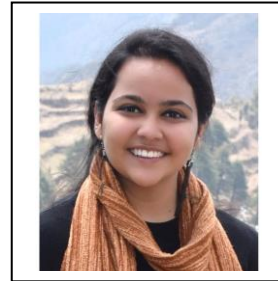
- Coordinates with media, marketing and designing team for content creation, photo, and designing of Media Coverage Reports and Quarterly reports for IIHMR University.
- Coordinates with external PR, Digital and print media agency in regards to media coverage for the events organized in university as well as the external events on Digital platform (Both for the Pre, on-going and Post Events).
- Coordinated and executed branding strategies through social media, such as calendar, punch-line video scripts, advertising campaigns, HR Conclave sessions,
- Internally also covers event highlights and photography for the event related to IIHMR University & provided event report to Marketing and PR leads for review before publishing on IIHMR website and social media pages.

Supplementary Information

- Completed One-month Professional Internship in Dainik Bhaskar (City Bhaskar Dept.) from Jaipur, Rajasthan in 2017.
- National level winner in video editing competition in a Media fest organized at Chitkara University, Chandigarh.
- Learned Basics of Photography from senior Photo-Journalist Vasilikhin Nikolay, Russia.
- Google Digital Unlocked - The Fundamental of Digital Marketing (2021) certificate of achievement.
- Certification of participation on 'Film Appreciation' by FTII (SKIIFT, Pune).

SUMMARY CV

(Himanshi Verma)



Position

Programme Associate

Year of birth

1998

Nationality

Indian

Language

English and Hindi

Qualifications

- Bachelor's in Journalism and Mass-Communication
- Diploma in Computer Applications (DCA)

Key skills

- **Microsoft Office:** Word, Excel, Power Point, Outlook, One Drive
- **Editing tools:** Adobe Photoshop & Premiere Pro, Final cut pro, Sony Vegas, Quark express, Coral draw, Movavi Video Editor
- **Operating Systems:** Windows, Mac OS
- **Digital Skills:** Digital Marketing, Social Media Management
- **Managerial Skills:** Decision Making, Problem Solving, Planning & event management
- **Marketing Skills:** Branding, Corporate Communication, Campaign/Content Creation, Hindi typing

Email

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