

# Smita Agarwal

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## SYNOPSIS

Young, energetic, motivated. My writing is supple, intuitive and versatile, but I can be straight forward and analytic when the context calls for an objective approach. I am not an expert in a particular field. I am an avid reader who is not afraid of a sharp learning curve.

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## OBJECTIVE

To develop and expand my skills optimally and make a distinguished career in media, with a specialization in Journalism, Content, Production and/or Events.

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## SKILLS

- Fast Learner with quick adaptability to new environments; Versatile
- Can perform under pressure situation and deliver results
- Dedicated, diligent and attentive to details
- Positive outlook and a problem-solving approach
- Ability to work as individual as well as team-player
- Willing to take command with initiative, responsibility and leadership

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## ACADEMIC CREDENTIALS

- **M.A. in JOURNALISM & MASS COMMUNICATION, AMITY UNIVERSITY, Kolkata (2016-2018) (CGPA-9.63)**
- B.A. in ENGLISH (Honours), Shri Shikshayatan College, CALCUTTA UNIVERSITY, Kolkata (2013 – 2016) (50%)
- CBSE AISSCE (Class XII), Bhavan's Gangabux Kanoria Vidyamandir, Kolkata (2013); 1<sup>st</sup> Division (94%)
- CBSE AISCE (Class X), Bhavan's Gangabux Kanoria Vidyamandir, Kolkata (2011); 1<sup>st</sup> Division (94%)

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## INTERSHIPS

- Internship at **WedMeGood**, Content Writing (June to August 2018)
- Internship at **AAJ TAK**, Mumbai, Journalism (July 2017)
- Internship at **Dragons Lab Pvt Ltd**, New Delhi, Production (June 2017)

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## CERTIFICATIONS

- Nature-based Solutions for Disaster and Climate Resilience, United Nations Environment Programme (May 2021)
- Reuters Training Course: Introduction to Digital Journalism, Reuters (June 2021)
- Google Analytics Individual Qualification, Google (June 2021)
- Google Ads Certification, Google (June 2021)

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## EXPERIENCE

- **Manager - Communications at OCEANIC EXPRESS, Kolkata (August 2018 to May 2021)**
- **Freelance Content Writer (January 2018 to Present)**
- Core Committee Member for Freshers' Welcome and Teacher's Day Celebration, Amity University, Kolkata (2017)

- Course-related Industrial Visit 24 GHANTA (Bengali News), Kolkata
- Volunteering Work (Coordination) IQUATION 2017 (Corporate Quiz, Eastern finals) of EMG Events, Kolkata
- Core Committee Member & Coordinator AMIPHORIA 2017 / GLITERAZZI (Fashion Show / Inter-College Fest) Amity University, Kolkata
- Volunteering Work (Coordination) in AMITY THEATRE FESTIVAL 2017 of Amity University, Kolkata
- Member, National Service Scheme (NSS)
- Summer Intern (Marketing) for VIBER INDIA, free messaging & calling App. 2014
- Designer - Handmade Jewellery, Cards, Gifts & DIY Products

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### **CO-CURRICULUR WORK**

- **Course** on “Nature-based Solutions for Disaster and Climate Resilience,” United Nations Environment Programme (UNEP) and the Partnership for Environment and Disaster Risk Reduction (PEDRR)
- **Dissertation** on “ROLE OF INDIAN MEDIA: COVERING GENERAL ELECTIONS”, Amity University, Kolkata (2018)
- **Workshops** -
  - ❖ “SCOPE OF AFFILIATE MARKETING IN INDIA AND CAREER IN DIGITAL MARKETING” by Times Pro, Kolkata (2018)
  - ❖ THE BRAIN POWER WORKOUT (Meditation) by THE INNER SCIENCES INDIA TRUST (2014)
  - ❖ MOMENTUM BASIC WORKSHOP - ZUBIN RASHID, WinnoMinds, (2013) - Motivational Workshop
  - ❖ MIND POWER WORKSHOP - Dr SNEH DESAI (2012)
- **Short Films** - Amity University, Kolkata
  - ❖ “SANGHARSH”- the travails of daily wage labourers (2017)
  - ❖ “GHARAUNDA”- conditions of inmates of Old Age Homes (2017)
- **Advertising** - Amity University, Kolkata
  - ❖ Campaign on “CYBER BULLYING” (2017)
  - ❖ Magazine Cover Designs (2017)
  - ❖ Press Kit of Self-made beauty & skincare brand “ECLAT (2017)
- **Subject Papers** - Amity University, Kolkata
  - ❖ COMPARISON OF WORLD TRADE ORGANISATION WITH IMF AND WORLD BANK (2017)
  - ❖ CONTENT ANALYSIS OF DIFFERENT TELEVISION CHANNELS IN INDIA (2017)
  - ❖ POTENTIAL OF THE INDIAN MEDIA INDUSTRY (2017)
  - ❖ TRP OF DIFFERENT TV SHOWS IN INDIA” (2017)
  - ❖ INVESTIGATIVE BLOGGING (2016)
- **Photography** - Amity University, Kolkata
  - Photographic Portfolio on “NATURE & COLOUR” (2016)
  - Photographic Essay on “DEPRESSION” (2016)
- Diploma Course in Drawing & Painting from PRACHEEN KALA KENDRA, Patiala (2004-2011)
- Instrumental Music (Synthesizer) Training from INDIAN NATIONAL FORUM OF ART & CULTURE, Kolkata (2009-2012)
- Training in Paper Craft (2012-2014)

- Training in Costume Jewellery designing from SAWANSUKHA INSTITUTE OF GEM & JEWELLERY, Kolkata (2013)
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**COMPUTER AWARENESS**

- MS Office
  - ADOBE Photoshop / Premiere / Illustrator
  - OCTOPUS Software
  - Experience on Windows and Mac Platforms
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**INTERESTS:**

- Reading
  - Travelling
  - Creative Writing
  - Photography
  - Arts & Crafts
  - Movies
  - Making and meeting friends; socializing
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**PERSONAL DETAILS:**

<b>Date of Birth</b>	<b>August 11, 1994</b>
<b>Father</b>	<b>PUNEET AGARWAL</b> , Logistics & Transport Business
<b>Mother</b>	<b>SHEELA AGARWAL</b> , Home Maker
<b>Siblings</b>	Single Child
<b>Languages</b>	Fluent in English, Hindi, Bengali; Elementary French

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I hereby declare that the above information is true to the best of my knowledge and belief.

August 09, 2021  
Kolkata

**SMITA AGARWAL**