

AKANKSHA SINGH

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I am interested in learning 360 of the communication field My strength include social media marketing and branding. My experiences have resulted in a diverse working background that includes knowledge of copy editing, social media, news writing, public relation, advertising, creative writing, community influencer as well as digital marketing.

Skills

TEAM MANAGEMENT

LEADERSHIP

PUBLIC SPEAKING

EVENT PLANNING

COMMUNICATION

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

Education

Invertis University July 2017 to June 2022
BJMC Journalism & Mass Communication 2020

Amity University Sept. 2021 to May 2023
MA. A&MM Advertising & Marketing Management 2023

Employment

Writer Arena Lucknow
SEO Content Writer

I am skilled in creating high-quality content that is optimized for search engines and designed to engage and inform target audiences. My role involves researching and analyzing keywords, topics, and trends to develop content ideas that attract and retain readers. I have a strong understanding of SEO best practices, including keyword research, on-page optimization, and content promotion strategies. I am adept at creating optimized titles, meta descriptions, and other on-page elements to improve search engine rankings and increase click-through rates.

FOX PUBLICIZE Lucknow
Business Development & Social Media manager (Intern)

I used to pitch & identify leads for the organization & I contribute new ideas for company growth. Built and maintained relationships with key contacts at potential clients, consulting companies, and partners in order to get access to new opportunities. and creates social media posts for the company

MEAU.IN WFH
Social Media Manager (Intern)

Wrote, edited, and published content to share on all brand's company social media profiles and partner channels. Maintained brand innovation and kept abreast of the latest social media trends. Monitor brand-related mentions on all social platforms and engage with readers' responses to articles.

DAINIK JAGRAN Lucknow
Intern

The 1 month Summer Internship exposed me to various aspects of Project Management. I spent the initial week reading about the Projects and interacting with the field team. During the field visit to villages in Uttar Pradesh, I learnt about the behaviour of a rural consumer and ways to enhance sales in the rural market; the key to which is Behaviour Change Communication

ARKER MEDIA WFH
Marketing Executive Intern

Observed professionals in different specializations such as media relations, reputation management, and public affairs & Conducted research to provide clients with relevant and timely information to best suit their needs I Assisted staff in developing effective and tailored campaigns for each client

INDIA NEWS Delhi
Intern

I worked as a news writer & copy writer in the output desk of India News MP/CG.

College Tips.in WFH
Social Media Marketing Intern

Activities

Canon Photography Workshop · Participant
Canon India Pvt. Ltd conducted a still photography workshop where they spoke about the fundamentals of photography, types of camera and the multiple settings available on a camera. It was organized by Amity School of Communication, Amity University Lucknow.

2nd Annual National Student Conference Participant Apr. 2022 · Paper Presenter
A student conference was organized by Amity University, Lucknow on the topic 'Emerging Trends and Challenges in Media and Communication' on the 19th and 20th of April 2022. I presented a paper on Use of social media handles by Political Parties in Uttar Pradesh Assembly Election 2022

Beginners Photography Workshop · Participant Nov. 2021 to Dec. 2021
A photography workshop was organized by Centre for Media Studies at Amity School of Communication Lucknow from November 29, 2021 to December 03, 2021.

Volunteering

Green Pencil Foundation · City head Lucknow Feb. 2022 to Current

Invertis University · Press Team Volunteer Bareilly Sept. 2018 to Feb. 2020
I was working as the student press reporter and used to write the press releases of Campus Activities