

SHILPA GUPTA



Creative, Energetic, Team Player



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#302, Sai Pride Apt,
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Nagar
Konena Agrahara
Bengaluru 560 017



Expert: English & Hindi
Basic: German



Career Objective

To contribute to the success of the content/creative team of an Innovative Organization.



Work Experience (5+ years)



Tessarakt Experiential [Feb '20 - Present]

Role: Senior Conceptualizer and Copy Writer

Responsibilities:

- Engaged in brand promotions, event conceptualization, marketing campaigns, product launch ideation for popular brands
- Writing copy for physical/virtual events and digital media



Cision PR Newswire [May '17 – Feb '20]

Role: Operations Associate (Full-time)

Responsibilities:

- Processing, proofing and distributing news copy to domestic and international circuits (EMEA regions, North America, Asian countries) via wires, Internet and email (ALL LANGUAGES)
- Ensured a timely and accurate transmission of business news
- Engaged with translation agencies (Hindi news translations)



ANSR Source, Bengaluru [June '16 – March '17]

Role: Associate Copy Editor (Full-time)

Responsibilities:

- Review academic content
- Prepare Presentations and Test bank material for academic Publications
- Compiled data from audio and visual files



Silicon India, Bengaluru [Aug '13 – May '14]

Role: Assistant Editor (Full-time)

Responsibilities:

- Proofreading and copy writing for magazines across various Businesses, Technologies
- Provided critical support to editorial team



FREELANCE: Polka Café, Bengaluru

Role: Content writer & publisher

Responsibilities:

- Prepare & publish web content for Fashion, Food, Lifestyle Trends and Home & Living categories.
- Email Marketing and strategy



FREELANCE: Vastrique – An Indian Online Boutique

Role: Freelance Content Specialist and Community Manager

Responsibilities:

- Contributed to their seasonal campaigns and contests
- Website content creation that includes SEO blogs, landing page and product descriptions
- Worked closely with boutiques to get latest styles on board

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Key Skills



- > Good written and verbal communication skills
- > Excellent editing skills
- > Problem Solving
- > Easily adaptable to a specific work environment
- > Detail-Oriented
- > Organizational skills



Painting, Crafts, Travel & Cooking



L3193026, valid till June 2023



Internship Experience

- ▶ **Acara / University of Minnesota [45 days -2016]**
Contribution: Program planning and coordination, managed schedules and cultural activities
- ▶ **Polka Café, Bengaluru [45 days - 2015]**
Contribution: Web content creation and research
- ▶ **Graffiti Collaborative, Bengaluru [15 days - 2013]**
Contribution: Content writing & managing clients' Social Media pages
- ▶ **DDB Mudra Max, Bengaluru [40 days – 2013]**
Contribution: Retail research and creative design projects for brands such as FastTrack, Puma, Myntra, Parry's and Unibic



Academic Credentials

- ▶ **Masters in Communication [2014 - 2016]**
St. Joseph's College, Bengaluru
- Aggregate of 60% in final semester
- ▶ **Bachelor of Visual Communication [2010-2013]**
St. Joseph's College, Bengaluru
- Aggregate of 55%
- ▶ **Pre University College [2008-2010]**
Jyoti Nivas College, Bengaluru
- Aggregate of 60%



Extra-Curricular Activities

- Represented school & College at Dance Competitions
- Contributed in Organizing Events & Fests at College and previous organizations.