

EDUCATION

Degree	Name Of Institution	Major/Specialization	Course Length
Doctoral Studies	University of Wisconsin Madison	Mass Communication and Journalism	09/2015 to present
Master of Arts	Guru Jambheshwar University of Science and Technology	Mass Communication	07/2011 to 06/2012
Post Graduate diploma	Indian Institute of Mass Communication	Advertising & Public Relations	07/2010 to 07/2011
Bachelor of Science	Lady Brabourne College	Economics	07/2007 to 07/2010

Master's Thesis: "Nava Rasas (or the nine human emotions in ancient Indian dramaturgy) and their use in enhancing the persuasive effect of advertisements"

Research Guide: Mr. Anand Bhushan (Creative Director, Contract India) & Dr. Geeta Bamezai (Head, Department of Communication Research)

INSTRUCTIONAL EXPERIENCE

- Communication through Theatre Classes (Indian Institute of Psychological and Educational Research, since June 2014)
- Basics of Radio Production and Presentation, Orientation Session for new recruits (Red FM, 2012-2013)
- Spoken English Class for School Students (Balvikas, West Bengal, since 2011)
- Spoken English Class and Vocational Training for underprivileged youth (Nature Club, Future Foundation school, 2003-2006)

CONFERENCE PRESENTATION

"Bridging the Information Gap during Disaster: Role of Community Radio during in Earthquake in Himalayan Regions" presented in the Midwest Popular Culture Association (MPCA) conference, Ohio. October 2015.

PROFESSIONAL APPOINTMENTS

- **Freelance Sound Editor**, Radio Sai Global Harmony Digital Radio, Puttaparthi, (2015 - present)
- **Assistant to Director** Sharmista Nag for Short Film 'Aadha Quarter' produced by Satyajit Ray Film & Television Institute (May 2015 – July 2015)
- **Freelance Advertising Copywriter** (2014 - 2015)
- **Copy Writer & Account Executive**, Log5 Communications, Mumbai, (2013 – 2014). Copywriting for print and radio advertisements, strategizing creative routes on the basis of products, account management.
- **Producer/Host**, 93.5 Red FM, Siliguri (South Asia FM Limited), (2011- 2013). Strategy planning, scripting and execution of overall programming content, Scripting and performance of radio jingles and advertisements, Planning and execution of events, Celebrity management and interviews, Strategy planning and preparation of presentations for sales pitches. Management and maintenance of the Red FM social network pages
- **Asst. Supervisor Media Operations**, Press Information Bureau, Commonwealth Games, 2010. Assistance in press operations, preparation and copy checking of press releases/ score sheets,

- Overall management of Main Press Room of Jawaharlal Nehru stadium, New Delhi.
- **Artist liaison officer**, Mahindra Excellence in Theatre Awards, 2011. Celebrity management and event management. Management and maintenance of props and backstage duties.

AWARDS AND RECOGNITIONS

- Chosen as Representative of East Zone (includes all FM Radio Stations of 7 Indian States) by Regional Programming Head at **RED FM Radio Presenters and Programming meet**, Chennai 2011.
- **International Climate Champion**, British Council, Kolkata, 2010.
- **Principal's Medal**, Lady Brabourne College, Kolkata. (awarded to one student in the college annually for extraordinary talent), 2009.
- **Bandana Sen Memorial Award**, The Future Foundation School for "Excellence in academics, extracurricular activities and irreproachable conduct", 2005.
- **Seroptimist Award**, Seroptimist International (a worldwide organization for women in management and professions), 2005.

LEADERSHIP EXPERIENCE

- **Cultural Secretary**, Students' Union of Lady Brabourne College. (elected)
- **Cultural Secretary**, The Future Foundation School. (elected)
- **President** of Nature Club, The Future Foundation School. (appointed)

COMMUNITY ENGAGEMENT

- Carried out development activities at the 'Baganbari Basti Project' as a part of nature club of FFS (providing proper sanitation, systematic garbage disposal, pest control, and organizing self-sufficiency projects, handicrafts training project.)
- Took part in Sikkim Earthquake relief programs.
- As an active member of International Climate Champions team, ICC conducted a survey on the level of pollution in Ganga waters in Gangasagar (river mouth) area.
- Carried out interactive programs at Indian Institute of Cerebral Palsy focusing on alternate modes of communication.
- Carried out Street Cleaning campaigns in streets of Kolkata with Better Kolkata.
- In core committee of rain water harvesting plant set up in FFS, Kolkata

SELECTED CAMPAIGN PRODUCTION EXPERIENCE

- "Dakshin Mumbai" Brand Repositioning/ Relaunch Campaign, Log5 Communications 2014
- ICICI Prudential Savings Scheme Campaign, Log5 Communications 2013 (Campaign for Indian Investors Incorporate)
- Reliance Mutual Fund, Retail Loyalty Campaign, Log5 Communications 2013
- Mast Mamma Campaign with WaiWai Noodles, RED FM, 2013 (Mothers' Day Campaign)
- 935 Kyunki Red Cares with WaiWaiNoodles, RED FM, 2012 (360 degree Campaign for flood relief)
- Dr. Paul's Bol Baby Bol, RED FM, 2012(Radio Campaign for Dr. Pauls')
- Coca cola's Summertime Olympics 2012,Red FM (Radio Campaign for Cocacola)
- Red Date with Aircel, RED FM, 2012 (Valentine's Day campaign with Aircel)
- Uninor Dam Kam Baatein Zyada Campaign :: RED FM, 2012 (Radio Campaign for Uninor)
- Nano Story with Tata Nano & Red FM 2012 (Radio Campaign for Tata Nano)
- 935 Genius, LENOVO, Red FM, 2011 (Radio Campaign for LENOVO)
- Placewell Retail Red Apple Beats, RED FM, 2011(Radio Campaign for Apple Iphone 5 launch)
- 935 Red Alert with Rhino Ply, RED FM, 2011 (360 degree Campaign for earthquake relief)

- Kyuki ...Zyada Fanta Zyada Masti, RED FM, 2011 (International Labour Day campaign for Fanta)
- Delhi Police Campaign, Image audit, Media Tracking, Brand Analysis and repositioning, IIMC 2010

RESEARCH-RELATED EXPERIENCE

- Conducted Primary and Secondary Media Research on “The Growth of New Media post 2000 Era,” IIMC, 2010
- Radio Listenership Survey, Red FM in 2012
- Rapporteur, Radio Asia Conference 2010, Media Information and Communication Centre, 2010. (Responsibilities included presentation of paper summarizing the conference for in-house magazine)
- Rapporteur, International Summit on Globalization Capital Crisis and Inclusive Development, Lady Brabourne College, 2009. (Responsibilities included presentation of paper summarizing the conference for in-house magazine)

EXTRA-CURRICULAR ACTIVITIES

- **High school News Representative**
Published news reports in national newspapers Hindustan Times and The Telegraph.
- **Elocution/Extempore/Debate**
 - First prize in Students’ Seminar, conducted by World Wide Fund for Nature (WWF)- Received at both district and state levels.
 - Won prizes at various inter-school and inter-college level extempore competitions including Second Prize in Extempore competition at International Institute for Fashion Design. Second Prize in Elocution competition at Aurobindo Bhavan.
 - Received training under eminent theater personality Mr. Indrashish Lahiri.
- **Recitation**
 - Won State Level Competition organized by “All India Radio” – selected to perform live on air.
 - Won various inter-school and inter-college level recitation competitions including First Prize in ‘Sahayatri’ Recitation Competition. First prize in Recitation at Sri Aurobindo Institute of Culture
 - Received training under eminent Bengali elocutionist Smt. Bratati Bandyopadhyay.
- **Drama**
 - Won State Level Street Theatre competition organized by UTV Productions. Scripted and directed the theatre. Performed in the national showcase UTV Productions “I change India change campaign” in Mumbai in front of an eminent panel of renowned director – Rakeysh Omprakash Mehra, CEO of UTV - Ronnie Screwvala and politicians like Milind Deora (Congress), Mohan Rawale (Shiv Sena), Jitendra Ahwad (NCP) and Meera Sanyal (Independent Candidate). The CD of the performance was gifted to our former Prime Minister Dr. Manmohan Singh at the onset of Loksabha election, 2009.
 - Won various inter-school and inter-college level theatre competitions including: First Prize in Dramatics in Goenka Inter College Fest ‘Quest’. First Prize in Theatre in Lady Brabourne intercollegiate fest ‘Kaleidoscope’.
 - Received Training under eminent TV and cinema personality Mr. Chandan Sen.
- **Sports**

- Represented the school as a part of the school team for the State Basketball Championship organized by Women’s Basketball Association of West Bengal.
 - Participated in high school Kho-kho team.
- **Others**
 - Received degrees in Indian Music genres: Bhav Sangeet and Rabindra Sangeet from Pracheen Kala Kendra.
 - Completed the Sri Sathya Sai Balvikas Programme of Education in Human Values.

TECHNOLOGY SKILLS

- Programming languages: Blue Java and C++
- Web tools: FrontPage, Dreamweaver.
- Sound and animation softwares: Nuendo, Adobe Audition, Sound Forge, Music Master, Flash, MS Movie Maker, Power Director.
- Graphic softwares: GIF Animator, Adobe Photoshop, Publisher, Corel Draw

LANGUAGE PROFECIENCY

Fluent:	English, Bengali, Hindi
Proficient:	Sanskrit
Intermediate:	Spanish
Basic:	Urdu, Nepalese

AFFILIATIONS

- British Council
- Indian Institute of Psychological and Educational Research
- All India Women’s Conference
- Child in Need Institute
- Sri Sathya Sai Seva Samithi

REFERENCES

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 School of Journalism and Mass Communication at UW-Madison
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