

# Richa Kulshrestha

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## Objective

*To contribute my diverse expertise in Digital Media, Journalism, and Content Creation to an organization where I can continue to learn, grow, and drive impactful results while achieving professional and personal goals.*

## Professional Experience & Work Profile

*With over three decades of comprehensive experience, my journey encompasses a dynamic range of skills in Digital Media, Journalism, Reporting, and Content Creation. My proficiency extends to Editor roles, Documentary Production, and Educational Content Development.*

### Editor, iDiva Hindi (April 2019 - July 2023)

Launched Times Group's lifestyle website [www.idiva.com/hindi](http://www.idiva.com/hindi), and led a team of editors, writers, social media executives, & designers.

Orchestrated content ideation, strategies, and microsite planning.

Leveraged Google Analytics for SEO-friendly, data-driven content planning.

### Editor, POPxo Hindi (September 2017 - April 2019)

Successfully launched the platform, and managed a team for content creation and strategy.

Pioneered ideation and content planning across diverse categories.

### Executive Editor, Grehlakshmi Magazine\* (Three Years)

Independently launched [www.grehlakshmi.com](http://www.grehlakshmi.com), and conceptualized website design and content strategy.

Managed social media teams, organized events, and handled special issues & promotional materials.

### Guest Editor, Maxposure Media (One Year)

Guest Editor for Hindi content in Air India's in-flight magazine Shubh-Yatra.

Responsible for content planning and editing of Hindi pages.

### Contractual Producer, BBCHindi.com (Two Year)

Contractual Producer for [www.bbchindi.com](http://www.bbchindi.com), writing content on specific topics and loading it onto the website.

### Desk Editor/Reporter, Sahara India Mass Communications (16 Years)

National Hindi Daily 'Rashtriya Sahara', excelling in news editing, reporting, scripting, and page layout.

## **News Reader/Translator, All India Radio (15 Years)**

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delivering news bulletins and presentations on air.

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## **PR Consultant, ITS Limited (Two Years)**

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Contributed to the creation of a multitude of documentaries and corporate promotional films with a dedicated focus on Agriculture and Rural India while working as a PR Consultant.

Spearheaded the planning and development of specialized presentations and promotional films for the organization and its products.

Effectively managed the entire lifecycle of various promotional films and documentaries, encompassing pre-production, scriptwriting, indoor and outdoor shoots, and comprehensive post-production processes.

This included a significant emphasis on showcasing the achievements of organic farming, resulting in a compelling visual narrative.

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## **Experience in Books and Freelance**

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Edited books for various publishers & developed curriculum content.

Published articles in esteemed magazines & newspapers like Kadambini, Air India Magazine Shubh-Yatra, Hindustan, Dainik Jagran, Amar Ujala, and Rashtriya Sahara.

Proficient in book editing, translation, script writing, audiovisual presentations, and corporate films.

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## **Professional Abilities**

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Adept in team management, clear vision setting, and effective coordination.

Proficient in conceptualization and ideation for special issues, campaigns & events.

In-depth knowledge of SEO, Google Analytics, and website management.

Skillful content production for high-quality, engaging, and error-free output.

Effective social media planning adhering to guidelines.

Proven ability to attend business events, meet industry leaders, and foster relationships.

Proficient in independent writing and scripting across various domains.

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## **Professional & Academic Qualifications**

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Post Graduate Diploma in Journalism, AMU Aligarh (Top of the Batch)

M.A. in Hindi Literature, AMU Aligarh, First Division

B.Sc. (Biology), Agra University, First Division

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I am eager to contribute my extensive skill set to your esteemed organization and drive excellence in the role of Associate Public Information Officer (Hindi). Looking forward to the opportunity to further discuss how my background aligns with your needs.

Sincerely,



[Richa Kulshrestha]

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