



Anindita Tripathi

Senior Analyst in
Media Relations

CONTACT ME

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EDUCATION

PGDM

St. Xavier's College, Kolkata (Mass
Communication & PR 70%

2017 - 2018

BA Hons in Political Science

Loreto College, Kolkata

2014- 2017

Higher Secondary

Mahadevi Birla World Academy
Humanities 92%

2013 - 2014

SKILLS

Digital Marketing Certification
(NIELET Institute)

Creative and Product Writing

Communication

Brand Management & Crisis
Handling

Soft Skill Trainer Certification
(NSDC Institute Orion Edutech)

WORK EXPERIENCE

Senior Media Analyst

Wipro Technologies I Gurgaon, India

SEPTEMBER 2021 - DECEMBER 2023

The role at present involves around Digital Media and PR Relations. In that capacity, the present work revolves around Media based PR activities. In the form of preparing Newsletter by research, editing, proofreading and designing. Along with the compilation & circulation of the same. The other part handled by me involves in communication and strategic relations building. **I have worked here till december 4 ,2023**

Social Media Analyst

Samarth EGov I Gurgaon, India

April 2021 - September 2021

Project Samarth was mainly under Ministry of Education, through NMEICT Act of 2009. My role here as social media analyst cum manager primarily involved around catering to the digital needs of the project that is deriving engagement and awareness from the targeted stakeholders in the social channels. In that capacity, I used to design and build social media weekly and monthly based campaigns particularly in Facebook, Instagram, Twitter, LinkedIn & YouTube. Along with this, I also used to edit and format videos for our Instagram and YouTube channel. As analyst, preparing monthly and quarterly based social media comparative and analytical report.

Business Development Associate

January 2019 - October 2019

Fact Solutions Pvt. Ltd I Kolkata

As a Business Development Associate, My role was particularly involved in the digital marketing department, where I was into lead generation of online clients, providing them with product information of our brand and conversion of them to our end users through brand promotion, press releases and newsletters drafting.

PR Associate & Soft Skill Trainer

April 2018 - January 2019

Orion Edutech Pvt. Ltd I Kolkata

As PR Associate my primary responsibilities mainly involved over here as drafting of Newsletters and Press releases both for internal and external communication, social media campaign running and content drafting, organization of events & seminars. In capacity of soft skill trainer, I was involved in the communication building and grooming of students, building their English communication and personality enrichment.

PERSONAL DETAILS



24th August 1994 (DOB)



Female



Indian

LANGUAGES KNOWN

- **English**
- **Hindi**
- **Bengali**

Technical Skills

- Digital Marketing - SME, SEO, Google Webmaster, Google Analytics, Google Ad Campaigns, Word press(website development), Email Marketing
- Microsoft Office - (Word, Excel, Power Point)
- Social Media Marketing (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Content & Creative Writing - (Grammarly & Hemingway)
- Video Editing & Creation (Cradle Light, Animaker, Business Video Maker)

Co-Curricular Activities

- Research Team Leader - **Water & Sanitation in Govt. run Girl's school** in Kolkata. At Loreto College Research Cell (2017)
- Career Oriented Course on - **"Human Rights & Empowerment" (2017)**
- Campaign Leader - **"Anti Women Trafficking" at Nadia District with NGO IJM (2016)**
- Worked with NGO **"Siddharth United Welfare Social Mission" (for upliftment & education of tribal children) (2016)**
- Active Member of **Green Revolution (A UNESCO Initiative)**
- Operations Intern - **Smile Foundation India (In Content development) (at present)**