

Curriculum Vitae

- 1. Name of Firm:** PricewaterhouseCoopers Private Limited
- 2. Name of Staff:** Vasudha Govila
- 3. Contact Details:** 9818717011
- 4. Designation:** Associate
- 5. Areas of Expertise:** Content Creation, Internal and External Communications, Media Relations, Social Media Manager, Content Writing, Digital Content, sCreative Writing, Government Communications, Strategic Content Development
- 6. Date of Birth:** 31st January 1985
- 7. Years with the Firm:** 1 year, 2 months
- 8. Total Years of Experience:** 10+
- 9. Nationality:** Indian
- 10. Education:**



S. No.	Degree Obtained	Institution	Year
1	BA in Political Science (H)	Jesus and Mary College, Delhi Univ.	February 2008
2	PG Diploma in Journalism	Bhartiya Vidya Bhawan	March 2009
3	Master's in mass communication	Guru Jambheshwar University	December 2010

11. Key Qualifications: (Profile Summary)

Dynamic and versatile Content Writer with over 10 years of experience, currently working as an Associate at PwC. Adept at content conceptualization and creation, I specialize in producing clear, impactful, and educational materials that simplify complex regulations and procedures for diverse audiences. Proficient in graphic design using Canva, I enhance content with visually appealing graphics and infographics that improve comprehension and engagement. Skilled in client coordination and audience engagement, I successfully manage campaigns that increase public awareness and compliance.

Membership of Professional Associations: Not Applicable

12. Professional Certifications: Certificate course in digital marketing – DigiPerform, A Hindustan Times Media Partner Company, December 2022

13. Languages: English, Hindi

S. No.	Languages	Speak	Read	Write
1	English	Professional	Professional	Professional
2	Hindi	Professional	Professional	Professional

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16. Employment Record:

From/To	July 3rd 2023 - Present
Employer	PwC
Position held	Associate
Key Duties Assigned:	<p>As an Associate with PwC, I'm deputed at the Central Board of Indirect Taxes & Customs (CBIC), Ministry of Finance, outreach program. I provide expertly crafted content for various platforms including Twitter.</p> <p>Adept at content conceptualization and creation, I specialize in producing clear, impactful, and educational materials that demystify GST regulations and procedures for diverse audiences. Proficient in graphic design using Canva, I enhance content with visually appealing graphics and infographics that improve comprehension and engagement. Skilled in client coordination and audience engagement, I successfully manage outdoor campaigns that increase public awareness and compliance. I Conceptualize ideas for content and communication strategies. I Conceptualize ideas for content and communication strategies. I make reports and handle data to support communication efforts.</p>

From/To	Feb 1st 2023 - June 30th 2023
Employer	Integrate M-Power Trust (Modi Story)
Position held	Senior English Journalist
Key Duties Assigned:	<p>As a Senior English Journalist, my role comprised transcription, content curation, proofreading, research, and interviewing senior BJP officials for books related to the PM Narendra Modi. My work included accurately transcribing interviews, speeches, and press conferences, ensuring clarity and context are maintained. Ensure grammatical precision and factual accuracy in all written materials. Conducting thorough research on BJP-related topics and staying updated on political developments. Crafting insightful questions and professionally conducting interviews with senior BJP officials to extract valuable information for your articles.</p>

From/To	Nov 2021 - Dec 2022
Employer	Press Information Bureau, New Delhi
Position held	Media Assistant

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Key Duties Assigned:	As a Media Assistant, my role involved managing the Twitter account, creating and optimizing social media posts for the Ministry of Housing and Urban Affairs under Minister Mr. Hardeep Singh Puri. I was responsible for crafting engaging content that highlighted the ministry's schemes, such as Pradhan Mantri Awas Yojana and Smart Cities Mission. Additionally, I coordinated with the different departments to collect material for books documenting the BJP government's achievements over the past seven years. My tasks included conducting research, compiling comprehensive, data-driven reports, all aimed at effectively communicating government initiatives and successes to the public.
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From/To	Jan 2017 - Oct 2021
Employer	Electronic Media Monitoring Centre (EMMC), Ministry of Information and Broadcasting, New Delhi
Position held	Content Auditor
Key Duties Assigned:	As a Content Auditor at EMMC, Ministry of Information and Broadcasting, I had a multifaceted role ensuring the accuracy and quality of disseminated information, including auditing news content, editing and proofreading materials, and translating content to reach senior government officials. I played a pivotal role in mobile journalism by sending messages to senior government officials across different ministries, ensuring timely and effective communication. Leading a team of content monitors, editors, and translators, I provided guidance, assigned tasks, and oversaw workflow to maintain high standards and meet deadlines. I coordinated directives through circulars, ensuring that work requirements were clearly communicated and efficiently executed. My responsibilities extended to translating news from Hindi to English, creating daily reports, conducting news analysis, and offering perspectives on current events. Additionally, I produced critical reports for various ministries, including health reports during the COVID-19 pandemic for the Ministry of Health, budget reports for the Ministry of Finance, and election reports for the Election Commission of India.

From/To	Dec 2014 - Jun 2016
Employer	DNA (ZEE Media), New Delhi
Position held	Copy Editor
Key Duties Assigned:	As a Copy Editor at DNA (ZEE Media), my role involved editing content to enhance clarity, coherence, and overall quality, while meticulously proofreading stories to

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	eliminate grammatical, spelling, and punctuation errors. I was responsible for translating stories from Hindi to English, ensuring that the original meaning and context were accurately preserved. Additionally, I generated original Twitter-based content. I ensured that all content adhered to the publication's style guidelines, maintaining consistency in tone, format, and style across various pieces.
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From/To	Mar 2012 - Jun 2014
Employer	Asian News International (ANI)
Position held	Copy Editor
Key Duties Assigned:	Paraphrased content, created original write-ups, published articles

From/To	Jan 2011 - Jun 2012
Employer	Macmillan Publishing Solutions
Position held	Copy Editor
Key Duties Assigned:	Paraphrased content, created original write-ups, published articles, proposed editorial calendar

17. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

Assignment -1

Name of assignment or project:	GST Outreach PMU,
Year:	2023- 2024
Location:	New Delhi
Client:	Central Board of Indirect Taxes and Customs (CBIC), Ministry of Finance
Main project features:	Manage content creation, social media, event planning to support communication and outreach objectives.
Positions held:	Content Writer
Activities performed:	Currently deputed at the Central Board of Indirect Taxes and Customs (CBIC) GST Outreach Program. Adept at content conceptualization and

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	<p>creation, I specialize in producing clear, impactful, and educational materials that demystify GST regulations for diverse audiences. Proficient in graphic designing using Canva, I enhance content with visually appealing graphics and infographics that improve comprehension and engagement. Skilled in client coordination and audience engagement, I successfully manage outdoor campaigns that increase public awareness and compliance. My collaborative approach and strategic communication skills ensure effective outreach and stakeholder satisfaction. Ensure that content and communication strategies align with client goals. Maintain regular communication and feedback loops with client. Craft engaging and informative content tailored for special events and special days, ensuring it aligns with the event's theme and objectives. Utilize social media and other communication channels to promote special events and special days, ensuring maximum reach and engagement. Compile and create comprehensive reports summarizing the month's activities and achievements. Develop and update the content calendar for the upcoming month, ensuring alignment with key events, special days, and client goals.</p>
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Assignment-2

Name of assignment or project:	Ministry of Housing and Urban Affairs
Year:	Nov 2021 - Dec 2022
Location:	New Delhi
Client:	Ministry of Housing and Urban Affairs
Main project features:	Social media handling and communications
Positions held:	Media Assistant
Activities performed:	<ol style="list-style-type: none"> 1. Social Media Management: <ul style="list-style-type: none"> ○ Managed the Twitter account for the Ministry of Housing and Urban Affairs under Minister Mr. Hardeep Singh Puri. ○ Created and optimized social media posts to highlight key ministry schemes such as Pradhan Mantri Awas Yojana and Smart Cities Mission. ○ Crafted engaging and informative content that effectively communicated the ministry's initiatives and successes to the public. ○ Ensured content was clear, compelling, and aligned with the ministry's communication objectives. 2. Coordination and Collaboration:

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	<ul style="list-style-type: none"> ○ Coordinated with various departments to gather material and information for documenting the BJP government's achievements over the years. ○ Worked closely with different teams to ensure the accuracy and comprehensiveness of the collected data. <p>3. Research and Reporting:</p> <ul style="list-style-type: none"> ○ Conducted thorough research to support content creation and ensure factual accuracy. ○ Compiled comprehensive, data-driven reports that highlighted government initiatives and their impact. <p>4. Documentation:</p> <ul style="list-style-type: none"> ○ Contributed to the creation of books documenting the BJP government's achievements, ensuring meticulous attention to detail and factual accuracy. ○ Produced well-researched and data-backed content that effectively communicated the government's accomplishments to the public.
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Assignment 3:

Name of assignment or project:	Electronic Media Monitoring Centre, Ministry of Information & Broadcasting
Year:	Jan 2017 - Oct 2021
Location:	New Delhi
Client:	EMMC
Main project features:	To ensure the accuracy and quality of disseminated information produce critical reports for various ministries.
Positions held:	Content Auditor
Activities performed:	<ol style="list-style-type: none"> 1. Content Auditing: <ul style="list-style-type: none"> ○ Ensured the accuracy and quality of disseminated information by auditing news content. ○ Edited and proofread materials to maintain high standards of clarity and correctness. 2. Translation: <ul style="list-style-type: none"> ○ Translated content to reach senior government officials, ensuring effective communication across different ministries. ○ Translated news from Hindi to English to cater to a broader audience. 3. Mobile Journalism: <ul style="list-style-type: none"> ● Utilizing mobile journalism to send timely messages to senior government officials, ensuring effective and immediate communication. 4. Team Leadership: <ul style="list-style-type: none"> ○ Led a team of content monitors, editors, and translators. ○ Provided guidance, assigned tasks, and oversaw workflow to ensure deadlines were met and quality standards were maintained. 5. Coordination and Communication: <ul style="list-style-type: none"> ○ Coordinated directives through circulars to ensure work requirements were clearly communicated and efficiently executed. 6. Daily Reporting and Analysis:

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	<ul style="list-style-type: none">○ Created daily reports and conducted news analysis.○ Offered perspectives on current events to inform decision-making. <p>7. Critical Report Production:</p> <ul style="list-style-type: none">○ Produced critical reports for various ministries, including:<ul style="list-style-type: none">▪ Health reports during the COVID-19 pandemic for the Ministry of Health.▪ Budget reports for the Ministry of Finance.▪ Election reports for the Election Commission of India.
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Awards and Achievements:

1. I was honored with the Spot Award for my outstanding contributions to the Bhutan Customs assignment, which were highly praised by the client.
2. I also received the Above and Beyond Team Award, for exceptional work on the GST Outreach project, demonstrating remarkable efficiency and dedication despite the unpredictable demands of the client.

Vasudha Govila

9818717011