

YASHIMA BHATIA

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PERSONAL PROFILE

A degree in Journalism and Mass communication from Amity University, with experience in different creative fields, including scriptwriting, content writing, photography, and public relations. Deep knowledge of Search Engine Optimization (SEO), writing top notch articles which are plagiarism free. Along with experience of writing in WordPress.

Career aim: To utilize the skills and experience gathered towards a challenging career in a growth oriented, and leading edge organization that recognizes and values individual contribution and provides opportunities for continuing growth and advancement.

Additional Skills: Excellent communication, collaboration & team-building skills with proficiency at grasping new concepts quickly and utilizing the same productively. A zeal and willingness to learn different beats and proven multitasking skills as handed with different responsibilities at previous organizations.

EDUCATION

Degree	School	Board	Year	CGPA
BA (J&MC)	Amity School of Communications, Noida	Amity University	2017-2020	7.64
12 th Standard (Psychology, Sociology, English, History, Geography)	The Shri Ram School Aravali, Gurugram	ISC	2017	76%
10 th Standard	The Shri Ram School Aravali, Gurugram	ICSE	2015	76.5%

PREVIOUS EXPERIENCE

- **2020-21**

- Essentially Sports- Writer/Journalist**

- Integral part of the NBA department: From covering games to covering important news.
 - Written 1753 articles – <https://www.essentiallysports.com/author/yashima-bhatia/>
 - Sole person responsible for making Google stories for NBA; from ideation to execution - <https://www.essentiallysports.com/web-stories/>
 - Complete Publishing rights
 - Maintaining SEO of article and Website

- **2019**

- Freelance Content Writer at To the New from 19th Aug to 19th September and 6th December to 6th January.**

- Proofreading and editing of English subtitles of Films in regional languages on Amazon Prime
 - Worked on 20 films.

- Teaching (English) Internship at Utter- 3 Months**

- Underwent intensive training for teaching conversational fluency to ESL (English as a second language) learners.
 - Conducted live tutoring sessions with Utter's learners across different grades of fluency on an array of topics ranging from grammar to everyday conversation.
 - Used Utter's unique teaching approaches and features to deliver strong learning outcomes.
 - Assistant photographer for a real estate shoot 'Kshitij and Ramsons'.
 - Worked as assistant photographer at Hyatt Palace, Gurgaon.

- **2018**

- Worked in the Public Relations Department of Zap Fire.

- **2017**

- Worked as assistant Photographer and Cinematographer For Indian Institute of Culinary Arts College, Hauz Khas, for their website development.

- **2015**

- Intern as Content writer, photographer and videographer at The Heritage School, Gurgaon for the organization 'I am A Teacher'.

ACCOMPLISHMENTS

- Won the first prize in the scriptwriting competition called 'Syaaahi' by Shivaji

College, University of Delhi.

- Producer of the short film 'QAFAS' that got selected into various film festivals along with special mentions.
- Worked as Scriptwriter for a short film named 'First Impressions' made by a student from Arts University Bournemouth, UK.
- Worked in the crew for a short film by ASD productions called 'Within'

EXTRA-CURRICULAR ACTIVITIES AND INTERESTS

- Active Member of the Photography Society of Amity School of Communication, Amity University, Noida.
- Following my passion for dance by being a part of the College dance society of Amity School of Communication, Amity University, Noida.

KEY SKILLS

- Script Writing
- Content Writing
- Editing and Proof reading
- Social Media Knowledge
- English Proficiency (Written and Spoken)
- Photography
- Videography

TECHNICAL SKILLS

- Adobe Lightroom (Beginner)
- Adobe Premiere Pro (Beginner)
- Proficient in Microsoft Office Suite
- Word press tool
- Operating systems: Mac OS, Windows
- DSLR: Nikon D5600