



ASTHA SRIVASTAVA

Journalist

✉ asthasrivastava393@gmail.com

☎ +91 9565139997

📍 Lucknow, Uttar Pradesh

EDUCATION

Bachelor of Journalism and
Mass Communication

Techno Institute of Higher Studies

2016 - 2019

SKILLS

- Social media strategy and content creation
- Proofreading
- Creative writing
- On-camera skills
- Voice over
- Podcast
- Concept development
- Event planning and execution
- Research and analysis
- Project management and team leadership

LANGUAGE

English

Hindi

About Me

As a passionate and results-driven Digital Media professional, I thrive in the fast-paced world of communications, where creativity meets strategy and relationships are key. With four years of experience in crafting compelling narratives, building strong media connections, and driving brand awareness, I'm dedicated to helping organizations tell their stories and achieve their goals.

WORK EXPERIENCE

Jan 2022 - Present

DHyeya IAS

Content Strategist Cum Video Producer

- Researched and produced daily news reports.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Collaborated with design teams to create visually appealing layouts, optimizing reader engagement.

Jan 2021 - Dec 2021

Bharat Samachar

Sub Editor

- Review news scripts, articles, and video content to ensure accuracy, fairness, and balance.
- Conduct research to provide additional context, information, or insights to news stories.
- Stay current with local and global news, trends, and developments to provide context and insights to news stories.

Aug 2019 - Dec 2020

Image Today

Content Writer

- Conduct thorough research on assigned news topics, using credible sources and fact-checking information.
- Optimize news content for online platforms, including search engine optimization (SEO) and social media optimization.
- Work closely with editors, reporters, and producers to ensure that news stories are complete, accurate, and engaging.