

# MANYATA VERMA

## CONTACT

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## EDUCATION

### SHRI RAMSWAROOP UNIVERSITY

Bachelor's in Journalism and Mass  
Communication (2018-2021)

### SHRI RAMSWAROOP UNIVERSITY

Master's in Journalism and Mass  
Communication (2018-2021)

## HOBBIES AND INTERESTS

- Music
- Makeup
- Lifestyle

## SKILLS

- Content Writing
- Social Media Management Team
- Event Co-ordination
- Graphic designing
- Verbal and written communication
- Technical skills
- Planning
- Problem solving
- MS-Office
- MS-Word
- MS-Presentation

## WORK EXPERIENCE

### STRATEGIC COMMUNICATION AND CONTENT MANAGER

POCT GROUP (2024-Present)

As a Strategic Communication and Content Manager in the secretariat department, I have successfully developed and executed comprehensive communication strategies, managed high-quality content, and ensured brand consistency across various platforms. My role also included planning and organizing events, from small meetings to large conferences, handling logistics, and creating event materials such as invitations and programs. I have experience in graphic design, creating visually appealing invitations, cards, and promotional items while staying current with design trends. Additionally, I create PPTs, provide basic IT support, troubleshoot technical issues, and facilitate team coordination to ensure seamless project management and effective collaboration.

### WEBSITE CONTENT CREATOR

NATIONAL KHABAR (2021)

As a Website Content Creator for a news channel, I develop and curate engaging and timely content, including writing and editing news articles and creating multimedia pieces. I ensure SEO optimization, collaborate with journalists and editors, and monitor web analytics to enhance audience engagement and maintain a compelling online presence.

### SOCIAL MEDIA MARKETING (INTERNSHIP)

HIND RADIO (2020)

During my internship in social media marketing at a radio station, I created and managed content to engage listeners and grow the station's online presence across various social media platforms

### DIGITAL MARKETING (INTERNSHIP)

SHAVSI MEDIA (2020)

During my internship in digital marketing at a consultancy company, I assisted in developing and implementing marketing strategies, optimizing online campaigns, and analyzing performance metrics to drive client engagement.

## ABOUT ME:

Results-driven and communicative Content Writer with a diverse skill set spanning social media management, team coordination, blog writing, and content creation for various platforms. Demonstrated ability in handling college social media accounts and spearheading communication strategies. Adept at crafting engaging press releases, newsletters, and blog content, showcasing exceptional communication abilities. Proven track record in coordinating national events and serving as a valuable member of event organization teams. Recognized as a veteran coordinator and institute representative for the college department. Continuously enhancing technical skills to further capabilities.