

RASHMI GAUR

CONTENT MANAGER

CONTACT

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SKILLS

- Content Management and Strategy
- Social Media Management
- Creative and Editorial Writing
- Scriptwriting and Screenplay Development
- Digital Marketing and SEO
- Public Relations
- Team Leadership and Training
- Project Management
- Web Design and Development

EDUCATION

M.A. in Journalism and Mass Communication

Bangalore University
2016-2018

B.A. in English (Hons)

Delhi University
2013-2016

Diploma in French

Amity University
2014

LANGUAGES

English 

Hindi 

French 

PROFILE

Accomplished and versatile professional with over 9 years of experience in content creation, management, editing, and creative direction. Expertise in social media strategy, scriptwriting, academic instruction, and digital marketing. Proven ability in leading diverse teams, developing strategies, and enhancing brand engagement across multiple platforms.

WORK EXPERIENCE

Content Manager

The Knowledge Academy Jul 2022 - Present

- Established and mentored a digital marketing team, including SEO copywriting, content writing, social media, and graphic design teams.
- Trained seven different teams, initiating operations in outreach content writing and PR.
- Developed and implemented comprehensive content strategies, enhancing brand presence and engagement.

Content Manager

Intellipaat Jan 2022 - Jul 2022

- Established the Social Media Marketing team, developing strategies that significantly enhanced online traction.
- Spearheaded YouTube marketing initiatives and supported the video production process.
- Managed the content team including public relations, enhancing the brand's visibility and reputation.

Scriptwriter

Thinking Media Production Nov 2020 - Jul 2021

- Co-wrote the screenplay for an upcoming film on Netflix, collaborating closely with the director.
- Contributed creative ideas and ensured the script's alignment with the production's vision.

Assistant Professor

Dayananda Sagar University Sep 2019 - Jul 2021

- Taught courses in filmmaking and marketing, imparting practical knowledge and industry insights.
- Managed marketing strategies and content promotion for the university, enhancing its outreach and engagement.

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PUBLICATIONS

- **Under the Same Stars:** Author and designer of an upcoming graphic novel exploring love, self-discovery, and the unexpected twists of life.
- **How to Survive Insomnia with Your Sanity Almost Intact:** Author of a forthcoming sarcastic self-help book offering a witty and relatable guide through the sleepless world of insomnia.

TOOLS

- Google Analytics
- Google Ads
- SEMrush
- Ahrefs
- HubSpot
- Hootsuite
- Facebook Ads Manager
- WordPress
- Adobe Creative Suite
- Final Cut Pro
- Canva
- Slack
- Jira
- Salesforce
- Zoho CRM
- Google Search Console
- Microsoft Office
- Davinci Resolve
- Mailchimp
- Constant Contact
- Tableau
- WordPress SEO by Yoast

ACHIEVEMENTS

- **Jyoti:** Associate Director, Editor, and Screenplay Writer of an internationally awarded film.
- **Marmam Arivaan:** Line Producer for a critically acclaimed and award-winning project.
- **Kaali:** Directed a visually compelling music video, demonstrating a distinct creative vision.

WORK EXPERIENCE

Assistant Director

Trends Ad Film Makers

Aug 2018-Mar 2019

- Played a key role in pre-production, directly engaging with clients and conducting in-depth research.
- Managed on-set operations during shoots, coordinating with all teams to ensure seamless execution.
- Actively involved in creative decision-making, contributing to script and concept development.

Creative Director

Phoenix Entertainment

Oct 2016 - Jul 2018

- Led the creative process for filmmaking, contributing ideas and assisting in script development.
- Played a pivotal role in enhancing audience engagement through innovative content creation.
- Collaborated with various teams, ensuring the integration of creative vision into production.

Content Writer

College Dunia

Sep 2016 - Oct 2016

- Produced high-quality, SEO-optimized content for the educational platform.
- Conducted research to create informative and engaging articles.
- Adapted writing style to cater to a diverse online audience.

Assistant Editor

Macmillan Publishers

Jul 2016

- Contributed to medical publications, writing articles and conducting comprehensive research.
- Responsible for ensuring the accuracy and quality of medical content.
- Left to pursue higher studies, demonstrating a commitment to continuous learning and professional development.

Social Media Manager

Vineeta Malani

Aug 2015 - May 2016

- Managed and executed social media and content strategies.
- Involved in training team members, enhancing their skills and productivity.
- Created a website for Vineeta Malani, improving digital presence and audience reach.
- Produced a wide range of content, including articles, blogs, and social media posts.