


ANUSHKA SHARMA

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Education

- Indian Institute Of Management Indore** 2025 - Present
Doctoral Programme in Management - PhD - Communication
- Indian Institute Of Technology Jodhpur** 2023-2025
MS in Digital Humanities
- Indian Institute Of Management Ahmedabad** 2022-2023
Winter School - Public Policy and Social Change - Discrimination and Inequalities
- University Of Rajasthan Jaipur** 2020-2023
BA (Honours) - English Literature
- Springdales Children School Kota** 2017-2019
Senior High School
Science & Mathematics
- Prayag Sangeet Samiti** 2010-2015
Senior Diploma - KATHAK

Experience

- Volopay - Content Associate - Growth & Marketing** -
- I am responsible for creating and curating engaging content across multiple channels to drive brand awareness and user engagement.
- I collaborate with cross-functional teams to develop strategic narratives that resonate with target audiences and support growth objectives.
- Additionally, I analyze content performance to optimize future campaigns and contribute to overall marketing strategies.
- India Lost and Found by Amit Pasricha - Editor** April 2024 - November 2024
- Worked on writing & editing voice over narratives about various archaeological sites of India.
- Korea.net - Korean Culture and Information Service(KOCIS) - Honorary Reporter** May 2022 - April 2024
- Worked as an Honorary Reporter for korea.net under Korean culture and information service of The Ministry of culture, sports and tourism which is South Korean government's official news portal.
- Created content such as writing articles, taking videos & pictures for promoting Korean culture around the world.
- Building international relations is the most crucial aspect of being an Honorary Reporter.
- CSRBOX - Digital Marketing Intern** March 2024 - April 2024
- As a Digital Marketing Intern at CSRBox, I gained hands-on experience in various aspects of digital marketing, with a focus on Google Ads.
- I learned the basics of digital marketing strategies and worked extensively on Google Ads, where I gained proficiency in keyword research, ad creation, and campaign optimization.
- This internship provided me with practical skills and insights that I can apply across different digital marketing platforms and industries.
- Techfest, IIT Bombay - Social Media Marketing Intern** August 2021 - March 2022
- Promoting and organising events related with techfest.
- Successfully completed the internship with a Gold Medal.
- Metvy - Human Resources Generalist Intern** September 2021 - November 2021
- Extensively involved in the hiring of workforce.
- Took around 400+ telephonic interviews for different profiles including HR,BDS, Networker, Influencer and Sales Associate interns.
- Was also responsible for HR management and worked upon the sending of offer letters, completion certificates and LOR.

- **IFortis Worldwide - Human Resources Trainee Intern** August 2021 - September 2021
 - Involved with the recruitment and management of staff associated with iFortis Worldwide.
 - Hired a team of 16 marketing and sales and corporate Ambassador interns, and guided them in the management of Arise - Largest School Carnival Project by IFortis Worldwide.
- **Web Martini - Social Media Coordinator** September 2021 - October 2021
 - Involved with the process of promoting the brand through various social media channels.

Projects

- **IIT J - Digital Humanities**
Exploring the intersection of writing and technology - Role of UX writing in educational apps
- **IIM A Winter School Practicum - From Another Perspective**
Emotional baggage & defence mechanism tendency & experiences of people in vicinity of perpetrator or victim.

Publications

- **Indian founder discusses top 60 finish at K-startup Grand Challenge**
Korea.net - Official Web Portal Of South Korean Government
- **Day 2 at IIMA Winter School**
Medium
- **Dance the Rain Away**
The Times Of India - Readers' Blog

Position Of Responsibility

- Student Representative - Website & Social media management - Digital Humanities IDRD - IIT J

Certificates

- The Product Folks - Product Fellow - Insurjo '24
 - Led product development, implemented agile methodologies, and collaborated cross-functionally.
 - Developed strategic roadmaps, fostered innovation, and maintained stakeholder engagement.
 - Contributed to impactful solutions in insurance.