

NAME: Shweta

Address: #332 – A, Urban Estate Phase - II, Patiala.

Position Name - Assistant Professor (Head of the department - Mass Communication)

Intend to build up my career in Media and Entertainment Industry and apply my experience and learning efficiently and effectiveness for the organization I work for.

CORE COMPETENCIES

- Advertising
 - Public Relations
 - Radio Concepts
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SKILL SUMMARY

- Reporting, Script Writing.
 - Copy Writing for Radio Advertisement.
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CAREER PROGRESSION

- Worked as a Casual Announcer in AIR.(All India Radio, For Three years)
 - Worked in Advertisement Agency (at Chandigarh) as Media Manager. (For Three & Half years)
 - Working as a Assistant Professor in ITFT College. (From last Three and Half years)
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KEY ACHIEVEMENTS /ACCOMPLISHMENTS /AWARDS

- Google Certified Educator Level - I
 - Edited “The Master’s Touch” newspaper in my first year of post-graduation.
 - Organized a media fest “UDAAN 2010”
 - Direct and edit News Stories.
 - Conceptualized, Scripted, Edited News Bulletin.
 - Direct and written script for Documentary.
 - Interviewed Punjab electricity board PRO and some Government school teachers.
 - Participated in IPL organizing team (Mohali)
 - Made Radio Ads , (Scripting, Voiceover, Conceptlization, Packaging)
 - Design a Campaign (Radio Ad, T.V Ad Print Ad Outdoor Ad) and made project file of a product
 - One research Paper Published in East paper on the topic Indian cinema promoting Indian tourism
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TECHNOLOGICAL SKILLS

Comp Proficiency: Microsoft Office, Google education tools
Software: Basic Knowledge of Sound Forge, Adobe Auditions, Photoshop, Coral Draw

EDUCATIONAL QUALIFICATIONS / CERTIFICATIONS

- Master degree in **Mass Communication & Journalism** from Chitkara School of mass communication (Chandigarh) in 2011.
 - Bachelor of Arts from Government Mahindra College, Patiala (Punjabi University) in 2009.
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TRAININGS/SEMINARS/WORKSHOPS

- Participated 2 days workshop on Advertising, by **Mr. Amit Bhapana**, an advertising professionalist.
 - Workshop on DAD (Direct Audio Display) software by Mithlesh Mishra, Marketing Head of ENCO.
 - Attended Lecture by **Sir. Mark Tully** (Journalist B.B.C)
 - Attended 2 days workshop on broadcast by Mr.Utupal Aminder Chaudhary.
 - Attended seminar by Bhaskar Gosh, Former Director General of Doordarshan.
 - Attended seminar by Nishant Kundra, Programming Head of Radio Mirchi, and Jalandhar.
 - Workshop by Munna Dhiman on Music and Lyrics.
 - Did VANI course from All India Radio.
 - Attended Workshop by BBC Journalist, Stephen Hall.
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PERSONAL DOSSIER

- **Date of Birth** : 1st June 1990.
- **Father's Name** : Rajinder Kumar Chugh
- **Sex** : Female
- **Address** : #332 – A, Urban Estate Phase - II, Patiala
- **Nationality** : Indian