

ASHNA BUTANI

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Education

BA HONOURS (2017) Major – Political Science Minor – Journalism & Mass Communication and Human Rights	Loreto College, Calcutta University	57.5%
CLASS XII -I.S.C (2014)	Our Lady Queen of The Missions School, Salt Lake	92.5 %
CLASS X – I.C.S.E (2012)	Our Lady Queen of The Missions School, Park Circus	90.2 %

Work Experience

ANALYST, WRITING PROGRAM – The Indian Economist, Digital Magazine – May 2017 – Present

- Curates and writes articles for the World section of the digital publication. Has covered international issues such as the One China Policy and the dwindling number of Taiwan’s allies, the Qatar blockade and its consequences, and the resurgence of Protest Art in 2017.

JOURNALIST – Waves and Words – Kolkata – October 2015 - Present

- Regularly covers and reports on weekly events for the quarterly magazine of Bengal Rowing Club.
- Coordinates and allocates work, as the head of the journalistic department.
- Responsible for editing and overseeing content published in the magazine.

CONTENT AND MARKETING ASSOCIATE – My Lemonade Shop – Kolkata - May 2017 – Present

- Interviews designers and creates content for the company.
- Manages social media campaigns.
- Increases client base, through presentations and face-to-face meetings.

CONTENT WRITER – AmplifyWorks – Kolkata – March 2015 – August 2016

- Created and edited digital content for a wide range of companies dealing with lifestyle, fashion, travel and health.
- Fashion - Wrote style guides and fashion blogs for Myntra, Yahoo Style Section and Kaaryah.
- Product Descriptions - Wrote descriptions for Ethos watches India and Angara jewelry and Emami Frank Ross.
- Lifestyle and Travel - Wrote Round the World articles, DIY articles and Style guides for Bed Bath More.

FREELANCE PROJECT WORK –

- Creates event Advertorials and writes Press Releases for Aspiration, the lifestyle exhibition.
- Completed the Journalism program with India Blooms News Service – published articles on entertainment and education.

Social Work

INTERN – Wake Up Kid –

- Efficiently headed and organized the largest Cleanliness Drive in Kolkata.
- Devised marketing plans for Wake Up Kid and acted in a documentary discussing social entrepreneurship.
- Was involved in ideation of projects such as ‘Spreading Smiles over Miles’ and ‘I woke up, did you?’

VOLUNTEER – Society of Indian Children’s Welfare –

- Pays regular visits to the NGO to teach the children basic skills such as reading and writing
- Takes steps to engage the children in extra-curricular activities.

Courses and Certifications

LANGUAGES –	French – Level A1 (Current) Spanish – Elementary (Completed in 2015)	Alliance Française Du Bengale Loreto College
MOOCS –	Greek And Roman Mythology (Completed in 2017) Graphic Design Basics (Current)	Coursera – University of Pennsylvania Udemy
ADDITIONAL COURSES –	Legal Awareness Course (Completed in 2017) Public Speaking Course (Completed in 2016)	Loreto College Junior Chamber of Commerce, International India

Activities and Interests

DANCE – FREESTYLE, JAZZ, CONTEMPORARY

- Took part in several school and college programs.
- Came first in Q Jazz 2012 and Q Jazz 2013
- Is currently training in Jazz and Contemporary from DnA Dance Works.

FASHION SHOWS –

- Took part in, and organized several school and college programs.
- Came first in Samagam 2014 and 3rd in Samagam 2015.

INTERNATIONAL PRESS REPORTER – MODEL UNITED NATIONS

- Represented college in the Miranda House Xenith MUN, in January 2016, as an International Press Reporter for the Joint Crisis Committee. Published a beat, a pre-beat and an editorial in the Scintillator.
- Published opinionated-editorials, beats, and conducted a press conference, in Jadavpur University MUN 2016. Was awarded a High Commendation for outstanding performance as a Press Reporter.

BLOGGING – FASHION, OPINION AND DISCOVER

- Owner and blogger at a Serenade of Serendipity, established on May 2016.

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