

# MEDHA KARTHA

## MEDIA AND COMMUNICATION

### CONTACT

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### SKILLS

- Corporate Marketing/Communication
- Graphic Design
- Content Management
- Research

### EDUCATION

#### M.A. Media and Communication Studies

##### Christ University, Bangalore

2021- 2023 . First class

- Specialisation in Advertising and Corporate Communication
- Team Lead for 3 consecutive semesters
- Participated in Media Meet
- Class Representative

#### B.Sc. Visual Communication

##### M.O.P. Vaishnav College for Women, Chennai

2018- 2021. First class

- Part of the create club
- MP in Student Cabinet
- Participated in various events and competitions

### LANGUAGES

- English 
- Hindi 
- Tamil 

### PROFILE

I am a dynamic and result-driven professional with a deep passion for all things media, boasting a proven track record of delivering successful outcomes through collaborative projects that prioritize innovation and growth. My versatility and creativity extend beyond the corporate world, as I'm also deeply passionate about music, art, and skincare. These diverse interests fuel my creativity and bring a unique perspective to my work, allowing me to approach challenges with a fresh and innovative mindset, ultimately driving exceptional results in all aspects of my life.

### WORK EXPERIENCE

#### Management Trainee

The Mavericks (Bangalore - On Site) June 2023 - Present

I have successfully been a part of a wide range of tasks related to managing and enhancing an organization's reputation, including:

- Reputation Monitoring and Analysis
- Media and Online Presence Management
- Press Releases and Article Placements
- Reputation Reporting
- Crisis Management
- Competitive Analysis
- Stakeholder Engagement
- Reputation Strategy Development
- Ethical Considerations
- Continuous Learning and Improvement

These efforts have been in service of esteemed clients, including Plaksha University, KLAY- Child Development and Care, Innover Digital, CLASP, BetterPlace, MSDF, and more.

### INTERNSHIP EXPERIENCE

#### Corporate Marketing Intern, Freelance Consultant

MulticoreWare (Chennai - Hybrid) Nov 2022- Mar 2023

- Worked as a Corporate Marketing intern at MulticoreWare, learning about the industry and gaining valuable hands-on experience in marketing.
- Developed a comprehensive understanding of the company's corporate brand and messaging, and worked closely with the marketing team to ensure consistency across all promotional materials.
- Gained valuable insights into the industry and the workings of an international company by attending conferences, networking events and workshops.
- Utilized my marketing skills and experience to develop innovative marketing campaigns and strategies for MulticoreWare.
- Transformed from an intern to a freelance consultant at MulticoreWare, providing valuable insights and marketing solutions to the company and its clients.

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### EXPERTISE

- Art and Graphic Design (including Canva)
- Photography
- Content writing
- Research
- Article Curation
- Blog Writing

### PROJECTS

- Press releases and article placements.
- Dissertation - Understanding Consumer Purchase behavior with Relevance to the Packaging of the Product
- Blog writing/ Technical writing for MulticoreWare.
- Have written and published articles for The Hindu.

### HOBBIES AND INTERESTS

- Art, Singing, Vlogging, Photography, skincare

### Editor and Employee Trainer - Intern

Aide - et - Action (Chennai - Hybrid)

June 2022

- Developed and implemented an interactive training program for new employees.
- Edited reports and documents for the organization's activities and projects.
- Created and maintained an online database to track employee training progress.
- Assisted in the development of new policies and procedures for the organization.
- Coordinated meetings between employees and managers to discuss training needs and progress.

### Feature writer - The Hindu Weekend - Intern

The Hindu (Chennai - On Site)

June 2022

- Developed and wrote feature stories for the Weekend Edition and other supplements
- Wrote stories focusing on art, culture, lifestyle, and people
- Conducted interviews with artists, and other personalities
- Edited and proofread stories
- Worked with editors to develop story ideas and concepts
- Researched and fact-checked stories
- Developed story outlines and pitched story ideas to editors
- Worked with graphic designers and photographers to develop visuals for stories

### Content Developer and Graphic Designer- Intern

MontBit technologies Ltd. e-EdPort  
(Vancouver, Canada - Remote)

May 2020-Aug 2020

- Led project team to successful completion of objectives
- Crafted compelling written content for various mediums
- Produced engaging social media posts and animated videos for Instagram and YouTube
- Created scripts, recorded voiceovers, and edited audio for videos
- Proficient in project management, content creation, and multimedia production.

### Content Writing Intern

The Catalyst (Kolkata - Remote)

Dec 2020- Jan 2021

- Curated content for their website.

### Junior Graphic Designer - Intern

RK Swamy BBDO (Chennai - On Site)

Mar 2019-Apr 2019

- Developing logos and social media posts