

# Pallavi Wardhan

Female | Date of birth: 21<sup>st</sup> October, 1991  
Vikhroli (E), Mumbai – 400083  
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## Education

Degree	University	Percentage and CGPA	Educational Institution
Masters in Public Policy (2016-2018)	Mumbai University	3 CGPA / 4	St. Xavier's College, Mumbai
Bachelors in Mass Media (2012)	Mumbai University	72	St. Xavier's College, Mumbai
Higher Secondary School Certificate (2009)	Mumbai University	70	Ruia College
Secondary School Certificate (2007)	Maharashtra Board	78	Dr. B.A. Vidyalaya

## Work Experience

Company: <b>The Hindu Business Line (Newspaper)</b>	Duration: <b>April 2011 to May 2011</b>
Designation: <b>News Reporter - Intern</b>	Key Responsibilities: <ul style="list-style-type: none"><li>Covering press conferences</li><li>Writing news reports</li></ul>

Company: <b>BlogAdda.com (Website for Bloggers)</b>	Duration: <b>July 2012 to October 2012</b>
Designation: <b>Website Content Writer</b>	Key Responsibilities: <ul style="list-style-type: none"> <li>• Ideation and writing content for different features of the website</li> <li>• Preparing interview questions</li> <li>• Writing book reviews</li> </ul>
Company: <b>Experience Commerce Digital Agency</b>	Duration: <b>May 2013 to May 2016</b>
Designation: <b>Content Writer</b>	Key Responsibilities: <ul style="list-style-type: none"> <li>• Writing content for I am in dna of India website</li> <li>• Campaign ideation and execution; handling social media pages</li> <li>• Volunteer management</li> <li>• Website maintenance</li> <li>• Writing blogs</li> <li>• Editing</li> <li>• Handling the backend</li> <li>• Making content plans, decks, social calendars and creating monthly analysis reports using GA</li> <li>• Amplification of social platforms</li> </ul>
Company: <b>IDFC Institute (Think Tank)</b>	Duration: <b>September 2016 to November 2016</b>
Designation: <b>Research Intern</b>	Key Responsibilities: <ul style="list-style-type: none"> <li>• Worked on 'Criminal Justice System' project</li> <li>• Data collection</li> <li>• Research</li> </ul>

<p>Company: <b>Free A Billion (Think Tank)</b></p>	<p>Duration: <b>May 2017 to June 2017</b></p>
<p>Designation: <b>Research Intern</b></p>	<p>Key Responsibilities:</p> <ul style="list-style-type: none"> <li>• Research on current theme and write blogs</li> <li>• Worked on a project, namely 'Government Report Card'</li> <li>• Data collection</li> <li>• Social media ideation</li> </ul>
<p>Company: <b>Experience Commerce Digital Agency</b></p>	<p>Duration: <b>June 2017 to September 2017</b></p>
<p>Designation: <b>Research Intern</b></p>	<p>Key Responsibilities:</p> <ul style="list-style-type: none"> <li>• Wrote a research paper on <i>Digital Media in India</i></li> <li>• Documentation of all the brands</li> <li>• Content creation for Business Solution Clients</li> <li>• Planning and execution of team building activities</li> </ul>
<p>Company: <b>The Sabha (Alternative media - Newspaper)</b></p>	<p>Duration: <b>November 2017 to January 2018</b></p>
<p>Designation: <b>Intern</b></p>	<p>Key Responsibilities:</p> <ul style="list-style-type: none"> <li>• Writing content (news stories, articles, interviews and research)</li> <li>• Amplification of social platforms</li> <li>• News analysis</li> <li>• Following media trends and commenting on the same</li> </ul>

## Other Achievements

- Played Volleyball at District level; played Carom at Zonal level in school
- **August 2009:** Volunteered for a workshop at Thespo-11, which is a student theatre festival at Prithvi Theatre and helped with the organization and also post workshop work which included collecting feedback from participants of the workshop and tabulating it in a report for the workshop.
- **October 2009:** Did Voluntary Teaching at Shakti-centre for human resource and aid, Surat, as part of the social involvement program.
- **January 2012:** Worked for St. Xavier's College BMM Department magazine 'Piñata': layout team and have written an article on 'Women Bartending'
- **January 2013:** Did a news report writing assignment with Free Press Journal
- **August 2013:** Was a part of '& Pictures' movie channel campaign on social media.
- **August 2013:** Handled Twitter during the campaign. Got #AndPictures trending on there
- Handled multiple social campaigns for I am dna of India
- **October 2013:** I have been a part of 'I am in dna of India' launch campaign on social media. During which, #InOurDna trended on Twitter. Successfully handled twitter contests - #ExcusesNonVotersGive #DearGovtPlsFix #OnceUponARainyDays
- **January 2017:** Surveyed for Maharashtra State Election Commission regarding BMC ELECTIONS 2017
- **Feb 2017:** Organizing team member of St. Xavier's College, Mumbai – Department of Public Policy conference 'NITI SAMVAAD- 2017'
- **May 2017:** Published two research blogs on [Free A Billion](#) website
- **August 2017:** Nominated as Logistics & Accounts head of St. Xavier's College, Mumbai – Department of Public Policy conference 'NITI SAMVAAD- 2018'
- **December 2017:** Published an article on the topic 'Gujarat Model' in The Sabha newspaper.  
<https://www.thesabha.org/gujarat-a-puzzled-model/12/2017/space/india/>
- **January 2018:** Published an article on battle won by Lavari, Gadchiroli against the Government, in The Sabha newspaper.  
<https://www.thesabha.org/a-constitutional-battle-won-in-gadchiroli/01/2018/conversation/interviews/>
- **February 2018:** Organizer-in-charge– Logistics and accounts, in Niti Samvaad (annual conference of Public Policy department, St. Xavier's College). During this two-day conference, I took care of the entire logistical requirements, hospitality and managed accounts. We had key-note speakers: Gurcharan Das, P. Sainath and Shyam Benegal and panel discussions on: Dissent & Dialogue and Gender & Policy. I also co-authored a paper on 'Mental Health', in the journal 'Niti Samvaad'.
- **March 2018:** Visited Mokhada, most malnutrition-affected area in Maharashtra, for my dissertation survey.

## **Hobbies**

- Reading, painting, listening to music, travelling, research and writing
- Playing lawn tennis and cycling
- Watching sports

## **Skills and Strengths**

- Positive approach towards life
- Good listener
- Co- operative
- Keen to learn and try new things
- Good communication skills
- Well verse with Word, Excel, Powerpoint, Photoshop, Drupal and Express engine and Video editing

## **Personal Details**

- Date of Birth: **October 21, 1991**
- Sex: **Female**
- Languages known: **English, Hindi and Marathi**
- Nationality: **Indian**