APARNA **GOYAL**

Bilingual advertising professional currently studying a **Masters** at **Northwestern University**. **Excited** to work in creative & management sides of media. **Interested** in enhancing my knowledge of tech & sustainability. **Experienced** writer, strategist, researcher & content manager

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EDUCATION

- **NORTHWESTERN UNIVERSITY, MEDILL SCHOOL OF JOURNALISM** — **CHICAGO, IL, USA**
  Master of Science in **Journalism** | Spec - **Media Innovation and Content Strategy**
  Reported on arts & culture in local neighborhoods ; used principles of entrepreneurship, leadership, business administration on a media product case study; worked on gathering, cleaning, reporting with data ; worked on reporting, producing, editing video stories ; designed storytelling in an AR project around James Foley's work ; worked on creating a digital product using opportunity assessment, prototyping, content strategy ; coded interactive pieces and articles
- **RTM NAGPUR UNIVERSITY, HISLOP COLLEGE** — **NAGPUR, MH, INDIA**
  Master of Arts in **Clinical Psychology**
  Conducted research on the correlation between parenting styles and confidence in high school students ; studied the length and breadth of abnormal psychology and therapies ; performed clinical tests ; learnt basics of organizational, positive and forensic psychology, gathered in-depth case studies of a wide spectrum of patients
- **SECONDARY SCHOOL** — **NAGPUR, MH, INDIA**
  Bachelor of Arts | **Economics, Psychology, Political Science**
  Studied microeconomics, macroeconomics, foundations of psychology and neurological concepts, the local, state and national political system in India and english literature ; was the university topper in economics and political science

EXPERIENCE & PROFESSIONAL GROWTH

- **FREELANCE WRITER** — **OCT '22 - MAY '23 | MUMBAI, INDIA**
  - Analyzed client briefs and cracked campaign thought, brand communication based on their requirements or goals
  - Created content strategies based on research, channel management and creativity
  - Created brand guidelines, and wrote and scheduled content across multiple platforms for over 20 clients
- **SR. CREATIVE EXECUTIVE** | FCB KINNECT — **OCT '21 - OCT '22 | MUMBAI, INDIA**
  - Was the lead copywriter for brands including Tide, Ariel and Old Spice (P&G India), Oberoi Hotels and Asian Paints
  - Brainstormed on and designed pitch decks for digital media strategy for brands like Tiffany & Co.
  - Led and delivered on award-winning digital campaigns for Asian Paints and other brands
  - Wrote long and short form copies aligned with brand and campaign goals, and for digital media
- **COPYWRITER** | (RADIO) MIRCHI, TIMES GROUP — **APR '21 - SEP '21 | NAGPUR, INDIA**
  - Created client collaterals in terms of radio ads, and multimedia strategy and content plans based on client goals
  - Crafted station specific assets including filler content, stories, radio jingles and others
  - Ideated on-ground activities for the station's marketing and revenue generation
  - Contributed with wide-ranging character voice overs for radio and client projects
- **SR. CONTENT MANAGER** | WALNUT FOLKS | CONFLUENCR — **SEP '20 - FEB '21 | NAGPUR, INDIA**
  - Was responsible for project management and delivery of digital marketing targets for local brands
  - Was in charge of quality control from the creative team - including written collateral and artwork for digital media
  - Looked into content management lifecycle - from ideation/planning to curation to scheduling and execution
  - Recruited and managed a team of 7 writers to deliver on company and client targets
- **CREATIVE DIRECTOR** | ADVIDS.CO — **APR '17 - MAR '20 | PUNE, INDIA**
  - Delivered over 325 minutes (approx. $200k worth) of video content
  - Was the content lead for projects for key accounts and high price realization projects including brands like Swarovski, European Union, Wilhelmsen and Amazon among others - with clients soliciting repeat business and requesting my involvement as project lead and/or writer
  - Undertook research-based kickoff calls for client onboarding and ensured team engagement with quality checks and project management
  - Was appointed as the head Hindi translator for vernacular deliverables
  - Collaborated with team heads on enhancing processes and curating solutions to approach specific projects

PROJECTS

- **LEAD ACTOR** in a short film **An Afternoon Haiku** (Indian Film Project)
- **ASSISTANT DIRECTOR** in a short film **Rewind** (Indian Film Project)
- **BLOGGER** (articles, poetry) **Wrote** about travel, books, more