

# Pooja Kesavan

Writer

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WORK PORTFOLIO:  
[www.poojakeshu.com](http://www.poojakeshu.com)

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## Skills

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**Writing & Editing:** Copywriting, News Writing, Content Writing, Proofreading & Editing.

**Digital & Social Media:** Social Media Management, SEO Optimization, Content Calendar Creation.

**Communication & Collaboration:** Creative Collaboration, Client Communication, Storytelling.

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## Experience

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### Sustainability Economics / Digital Team Lead

NOVEMBER 2023 - PRESENT, BENGALURU

Leading digital content producers and writers unit. Develop digital strategies for improved engagement. Author compelling news stories, analyze metrics, and mentor the team.

### Webenza Digital Marketing Agency / Copywriter

JUNE 2022 - SEPTEMBER 2023, BENGALURU

Writing clear and concise copy for ads, social media, websites, and blogs for a mixed bag of brands. Proofread articles for accuracy and quality.

### Living Food Company / Social Media Copywriter

NOVEMBER 2021 - MAY 2022, BENGALURU

Writing engaging and clean copies for different advertising channels including social media, websites, and blogs. Proofread articles for accuracy and quality.

### Reuters News Agency / News Publishing Specialist

JUNE 2019 - NOVEMBER 2021, BENGALURU

Company News and region-specific newsletter curation, close study, and analysis of global markets and their movements.

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## Internships

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Alchemist Digital, Dubai, UAE—Digital Media Intern

The Cinemaholic, Digital Film Website—Freelance Writer

Stardust Magazine, Mumbai, India—Editorial and Film Intern

BLUR App, New York, USA—Junior Creative Strategist Intern

GULF NEWS, Dubai, UAE—Editorial Intern

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## Education

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**Symbiosis International University / Masters in Mass  
Communication**

JUNE 2017 - MARCH 2019, PUNE, MAHARASHTRA

Specialization: Journalism | Topper in Documentary Filmmaking

**SIES College of Arts Science and Commerce / Bachelors in Mass  
Communication**

JUNE 2014 - APRIL 2016, MUMBAI, MAHARASHTRA

Specialization: Journalism | Subject Topper | Third Rank

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