



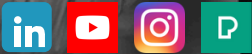
I'm

PHALGUNN MAHARISHI,

I'm currently pursuing my **master's degree** in Visual Anthropology, Media, and Documentary Practices at the University of Münster, focusing on understanding the people and culture in the digital realm. Before coming to Germany in 2022, I had an **MBA degree in Media and Entertainment** from Bharathidasan University and a **Post Graduate Diploma in Mass Communication and Journalism** from Karnataka State Open University, and worked as a journalist for 4 years, and then for 4 years for communications and branding.

As a **journalist**, I have written more than 3000 stories, produced 300+ videos, and covered international tech events in India and China. I joined IndiQube as a Senior Content Writer and **soon got promoted to Assistant Manager - Marketing**, and handled various roles including that of a Graphic Designer and a Digital Marketing Specialist. Later, I **handled end-to-end communications** to build Biocon's CSR activity's brand presence.

The innate desire to delve further into understanding people and digital media, and study further and gain international experience, brought me to Germany. Visit phalgunnmaharishi.com to know more.



Phone

+49 17615411121



Email

mail@phalgunnmaharishi.com



Address

Paracelsuspark 1, 59063 Hamm, DE

LANGUAGE SKILLS

English (7.5 in IELTS)



Deutsch (Learning B1)



Kannada (Mother Tongue)



Hindi (Confident Speaker)



WHEN I'M NOT WORKING,

I'M travelling, singing, producing music, playing keyboards, vlogging, watching movies, and taking photos and creating reels.

Professional & Academic Timeline

● SOCIAL MEDIA MANAGER - STUDENT JOB (JAN 2024 - PRESENT) FINXPAT, KÖLN, GERMANY

Currently supporting the expat finance consulting startup based in Köln by managing their online presence, creating promotional materials, and producing videos and shorts/reels for their YouTube channel. Also, responsible for the entire brand identity from scratch, including designing logos for the brand and podcast, website, and emailers, and for producing the podcast "The Expat Talk" hosted by the founder Aman Kapoor.

● MASTERS IN VISUAL ANTHROPOLOGY, MEDIA & DOCUMENTARY PRACTICES (OCT 2022 - PRESENT) UNIVERSITY OF MÜNSTER, GERMANY

Exploring various cultures in online media, digital media, pop culture, social media, and music. Researching and trying to make sense of people and culture on the digital realm.

Current works as part of the ongoing research for the master's degree include:

- *Essay* "Vlogs as Autobiographical Works that Facilitate Self-Reflexivity"
- *Essay* "Performance and Authenticity in Vlogging: A Visual Anthropological Exploration of Online Culture"
- *Film* "The Authentic Performance"
- *Short auto-ethnographic film* "One More Walk"
- *Essay and film* "The God from the Cinemas"

THINGS I'M GOOD AT

Qualitative Research and Analysis, Media Research, Journalism and Documentary Filmmaking, Reporting and Interviewing, Ethnographic Filmmaking, Storytelling, Content Creation, Content Development and Management, Graphic Design, Adobe Creative Suite, Canva, Figma, Video Production and Editing, DaVinci Resolve, Creative Problem Solving, Creative and Academic Writing, Content Strategy, Corporate Communication, Digital Marketing, SEO, Social Media Management and Creative Advertising

CERTIFICATIONS

Google Digital Unlocked Certification in The Fundamentals of Digital Marketing

Certification in Instagram Marketing - Udemy

Digital Advertising Certified - HubSpot Academy

Diploma in Advertising Management - Indian School of Management & Studies

CERTIFICATIONS IN PROGRESS

Advanced Diploma in Film Studies, NPTEL, Govt of India

Diploma in Ethnography, Alison

User Experience Research and Design, University of Michigan, Coursera

● **COMMUNICATIONS SPECIALIST** (AUG 2020 - SEP 2022) BIOCON ACADEMY, INDIA

Led Biocon Academy's brand presence and end-to-end communication. Revamped the website with a dedicated alumni portal, created a quarterly newsletter, realized a few digital initiatives, produced social media content and managed digital content creation. Designed brand collaterals and reports. Responsible for a 3x growth in its LinkedIn follower base.

● **ASSISTANT MANAGER - MARKETING** (SEP 2017 - AUG 2020) INDIQUBE, INDIA

Managed content strategy, directed photoshoots and video shoots, and created content for mobile apps, blogs, social media, and web pages. Designed brand collaterals and ghost-wrote articles for C-Suite executives. Worked with social media, PR, and digital marketing agencies to ensure brand presence across media. Conceptualized and created brand mascot 'Qubsy', newsletters, and investor presentations.

● **CONTENT SPECIALIST** (FEB 2015 - SEP 2017) TRIVONE MEDIA NETWORKS (TECHTREE), INDIA

Penned over 3000 stories and produced 300+ videos for techtree.com. Soon assumed an editorial role for the website, assigned stories to other writers, covered international tech events in India and China, and interviewed tech gurus including Guy Kawasaki and Kit Colbert. Also responsible for growing YouTube subscribers from 500 to 10,000 in one year.

● **INTERN - SPECIAL CORRESPONDENT** (JAN 2014 - JAN 2015) STAR OF MYSORE, INDIA

Penned research-based full-page human interest stories covering the people of Mysuru city and their concerns and achievements.

● **MBA IN MEDIA AND ENTERTAINMENT** (JAN 2013 - JAN 2015) BHARATHIDASAN UNIVERSITY, INDIA

Gained knowledge on managing a media business with emphasis on copywriting, journalism, public relations, and film/ TV production and program management with electives in sound production, music industry management, and media planning. Interned at Star of Mysore, and completed the master's thesis on digital media's impact on newspapers.

● **PG DIPLOMA IN MASS COMMUNICATION & JOURNALISM** KARNATAKA STATE OPEN UNIVERSITY, INDIA (JUL 2012 - JUN 2013)

BACHELOR OF COMMERCE (JUN 2009 - MAY 2012)
KARNATAKA STATE OPEN UNIVERSITY, INDIA

Interested to know more about my work? You can read my [blog](#) where I share my experiences. You can also visit my [Research Gate](#) profile to learn more about my current research.

You can visit the links below to get to know me more.

