

PHALGUNN MAHARISHI

Digital Content Creator, Filmmaker, and Aspiring Film Curator

Ph: +49 17615411121 | Email: phalgunnmaharishi@gmail.com

Address: Paracelsuspark 1, 59063 Hamm

Portfolio & Website: <http://phalgunnmaharishi.com>

LinkedIn: <http://linkedin.com/in/phalgunnmaharishi/>

SUMMARY

Creative professional with over 7 years of experience in content creation, storytelling, and marketing communications. Currently pursuing a Master's degree in Visual Anthropology, Media, and Documentary Practices at the University of Münster, Germany. Passionate about film curation and documentary filmmaking, with a focus on digital media, art, and pop culture. Seeking to leverage my background and academic pursuits in the NEW CURATORS program to gain practical experience in film curation and contribute to a diverse film cultural community.

WORK EXPERIENCE

Social Media Manager (Working Student)

FinXpat, Cologne, Germany (01/2024 – Present)

- Designed cohesive brand identity including logo, email templates, and website.
- Managed FinXpat's online presence on Instagram, TikTok, YouTube, and LinkedIn.
- Produced episodes of "The Expat Talk" podcast and created engaging social media content.
- Developed an 80+ page handbook to help expats settle in Germany.

Communications Specialist (Biocon Academy)

Biocon Group, Bangalore, India (08/2020 – 09/2022)

- Managed end-to-end communications, tripling LinkedIn followers.
- Led the migration to a new WordPress website and developed a quarterly newsletter.
- Increased admissions through strategic digital campaigns and partnerships.

Assistant Manager – Marketing

IndiQube, Bangalore, India (09/2017 – 08/2020)

- Promoted from Senior Content Writer to Assistant Manager.
- Created content for blogs, social media, and ghost-written articles for executives.
- Launched the brand mascot 'Qubsi' and directed promotional video shoots.

Content Specialist – TechTree.com

Trivone Media Networks, Bangalore, India (02/2015 – 09/2017)

- Authored over 3000 articles and produced 300+ videos, significantly boosting YouTube subscriptions.

Special Correspondent – Intern

Star of Mysore, Mysore, India (01/2014 – 01/2015)

- Wrote human interest stories and conducted interviews; worked on master's thesis on digital media's impact on newspapers

EDUCATION

Master of Arts in Visual Anthropology, Media and Documentary Practices

University of Münster, Münster, Germany (10/2022 – Present)

- Written 5 papers focusing on ethnographic exploration surrounding vlogging, art, and fan culture.
- Produced 3 documentary shorts and 1 documentary feature film; 1 short film screened in Lift Off Film Festival.

Master of Business Administration in Media and Entertainment

Bharathidasan University, Tamil Nadu, India (01/2013 – 12/2015)

- Specialized in media business management, with electives in sound production and media planning.

Post Graduate Diploma in Mass Communication and Journalism

Karnataka State Open University, India (06/2013 – 05/2014)

- Pursued through distance learning, acquiring in-depth knowledge of Print Media, Media in India, Communication Theory and Research, Media Policy, and Applied Communication.

FILM PROJECTS

- **Echoes of Yakshagana:** A documentary in production on a group of Indians performing traditional Indian art form of Yakshagana in Germany.
- **The Authentic Performance:** A vlogumentary exploring authenticity in vlogging.
- **One More Walk:** An experimental short film reflecting personal memories.
- **The God from the Cinemas:** A short documentary on hero-worship in India.
- **Sketching Dreams:** A current project focusing on art and aspirations.

SKILLS

Technical Skills

- **Video Editing:** Davinci Resolve (Advanced), Adobe Premiere Pro (Intermediate)
- **Graphic Design:** Canva (Advanced), Adobe Illustrator (Intermediate), Adobe Photoshop (Intermediate), Figma (Intermediate)
- **Website Development:** WordPress CMS (Advanced), WIX (Advanced)
- **Audio Production:** Logic Pro X (Advanced)

Journalism, Content and Communication Skills

- Content Strategy, Content Writing, Storytelling, Social Media Management, SEO, Corporate Communications, Copywriting, Creative Advertising, Content Development, Journalism, Reporting and Interviewing, Qualitative Research and Analysis, and Media Research, Digital Marketing, Marketing Communications, Public Relations, Creative Problem Solving, Filmmaking, Video Production, Audio Production

LANGUAGES

- **English:** Professional (7.5 in IELTS)
- **German:** Studied Deutsch B1 at the University of Münster, Germany
- **Kannada:** Native
- **Hindi:** Fluent

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

HOBBIES AND INTERESTS

Traveling, singing, producing music, playing keyboards, vlogging, producing indie films, taking photos, creating reels, and bringing creative projects to life.

PERSONAL PROJECTS

- **audiosootra.com:** Founded a blog dedicated to audio and music technology, featuring interviews and tutorials.
- **phalmusic.com:** Curated a library of 50+ original tracks for content creators, utilized by WHO and UNESCO.
- **Faith, Hope & Love:** Produced a crowdfunded music video, achieving 16,000 views on YouTube within two days.