LEBENSLAUF

Phalgunn Maharishi

Brief Information

Current	Student, Visual Anthropology, Media and Documentary Practices, Westfälische Wilhelms-Universität Münster
Until Sept 2022	Communication Specialist, Biocon Academy
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Knowledge & Skills

Languages

English: Fluent, German: Beginner

Certifications

- Google Digital Unlocked Certification in The Fundamentals of Digital Marketing
- Certification in Instagram Marketing - Udemy
- Digital Advertising Certified - HubSpot Academy
- Certification in Brand Management - iACT Global
- Diploma in Advertising Management - Indian School of Management & Studies

Interests

Photography, Travel, Music, Vlogging

About Me

I am a creative professional with experience in an array of verticals. I have worked in India for 4 years as a journalist in both print and digital media. As a journalist, I wrote more than 3000 stories, produced 300+ videos, and covered international events in India and China.

I have also worked on the corporate side for 4 years in Marketing, Communication, Graphic Designing, Brand Building, PR, and Social Media. I joined IndiQube as a Sr. Content Writer but handled various roles including that of Graphic Designer and Digital Marketing Specialist. At Biocon Academy, I handled the end-to-end communications to build Biocon's CSR activity's brand presence.

Currently, I am in Germany pursuing my master's degree in Visual Anthropology, Media, and Documentary Practices. Previously, I studied MBA in Media & Entertainment from Bharathidasan University and PG Diploma in Mass Communication & Journalism from Karnataka State Open University.

Visit phalgunnmaharishi.com for more information.

Skills

Graphic Design, Adobe Creative Suite, Creative Advertising, Digital Communication, Editing, Social Media, Media Production, Marketing, Content management, Journalism, Documentary, Online Marketing, New Media, Reporting, Creativity, Communication skills, Video Editing, Branding, Social Media Marketing, Corporate Design, Media Design, Creative Writing, Video Production, Content Strategy, Content

Education

October 2022 - heute

Westfälische Wilhelms-Universität Münster

MA in Visual Anthropology, Media, and Documentary Practices

I am currently in the first module and working on the term paper for Module 1 on how vlogs can be seen as autobiographic works that facilitate self-reflexivity.

February 2013 - January 2015

Bharathidasan University

MBA in Media & Entertainment

During this MBA, I was able to gain knowledge on how a media business entity is managed along with practical aspects including copywriting, journalism, public relations, and film & TV production and program management. Media Management, Sound Production and Music Industry Management, and Media Planning were also a few of my elective courses. For the master's thesis, I interned with Star of Mysore and did my research on the impact of digital media on the current newspaper scenario.

Professional Experience

August 2020 - September 2022

Biocon Academy

Communication Specialist

I was solely responsible for building Biocon Academy's brand presence and for handling its end-to-end communication. I revamped the website with a built-in dedicated alumni portal, created a quarterly newsletter 'BioZesta' and digital initiatives like BioMinute, BioBrainer, and Bio Tips & Tricks. Also, I produced various videos for social media handles and was responsible for content creation on various digital spaces. I designed brand collaterals and also created various reports for the management.

September 2017 - August 2020

Innovent Spaces Pvt Ltd

Assistant Manager, Marketing

Though I joined IndiQube as a Senior Content Writer in the marketing team, I was quickly promoted to Assistant Manager. During my tenure, I have worked on overall content strategy and directed photoshoots and video shoots for branding initiatives. I worked with various stakeholders and agencies to ensure all creatives were in line with the company’s communication and created content for blogs, social media, and webpages while I also took upon the role of a graphic designer to design various collaterals.

July 2013 - July 2014

Karnataka State Open University
Post Graduate Diploma in Mass Communication & Journalism

During this one-year program I pursued through distance learning, I got an opportunity to learn a lot about Print Media, Media in India, Communication Theory and Research, Media Policy, and Applied Communication.

Some Work Samples & My Portfolio

My Portfolio

https://www.canva.com/design/DAEdoAx_0Jc/C7TfIjn9--7li30uS14FuA/view?utm_content=DAEdoAx_0Jc&utm_campaign=designshare&utm_medium=link&utm_source=homepage_design_menu

My Author Profile on TechTree.com

https://www.techtree.com/author/profile/Phalgunn

Biocon Academy Website

https://www.bioconacademy.com

Freelance Experience & Personal Projects

audiosootra.com

Founder, Writer & Editor

audiosootra.com is a dedicated blog for audio and music tech news and special interest stories.

phalmusic.com

Music Composer & Producer

phalmusic is an independent record label with 8 singles and 50 royalty-free music.

February 2015 - September 2017

Trivone Media Network

Content Specialist

Fresh out of college, I started my full-time work as a Content Specialist covering news and writing stories for TechTree.com. Very soon, I was given editorial duties as well, so I could decide the stories along with the Editor and Chief Content Officer. During my tenure, I wrote 3000+ stories on the website and produced more than 300 videos for TechTree's YouTube channel including tech reviews. I also covered international events in China and India and interview technology gurus like Guy Kawasaki.

January 2014 - January 2015

Star of Mysore

Intern (Special Correspondent)

I worked with Star of Mysore, a local English Evening Daily, for a year as an Intern (Special Correspondent) writing human interest stories. During this period, I wrote thoroughly researched full-page stories that covered different angles of the story and even interviews sometimes. During this internship, I also worked on the master's thesis 'The Impact of Digital Media on Current Newspaper Scenario' under the guidance of Star of Mysore's Managing Editor Vikram Muthanna.