

Sid's Farm Pvt. Ltd. (From January, 2020 - January 2021)

I started out as an intern at Sid's Farm. This Dairy Startup particularly appealed to me given how closely it was connected to Telangana-based Rural Farmers. The brand cared about welfare of Farmers and the quality of their products; Sid's recruited 10 extension officers who made sure to visit all the Dairy Farmers associated with the company to help them follow the latest of feeding/sheltering techniques for the comfort of the animals and for the benefit of the farmers and for the sake of keeping the quality up.

The team came up with ideas to equate power differences between farmers and customers, making sure to keep the farmers informed of fat quantities found in their milk on a daily basis and paying them justified amounts without letting losses happen on the farmer front.

Environmental aspects were kept in mind with regards to packaging and compensating whatever damage the brand caus

My Responsibilities at Sid's included-

Copywriter

Duties of a Copywriter and an Occasional Media Coordinator-

1. Media Coordinating whenever required, including writing emails to potential brand partners, media companies and socially influential people; following up with them via calls and arranging meetings with the CEO.
 2. Mapping content regularly such that it conveys the company's activities/events, founding story, vision, mission, and USP in several perspectives, depending on the context, the audience, and the appeal factor.
(Content Mapping, here, is choosing themes and concepts for social media posts; Creating post-based categories and sub-categorizing them; Forming a calendar based on What needs to be communicated, to Whom, When, Where and How)
 3. Creating Reports for the same to analyse how several types of content have been working for us.
 4. Coordinating with other teams and communicating with them, whenever required, to acquire content relevant to the context.
 5. Communicating with customers via comments, replies or calls whenever required.
 6. Writing and modifying content for Social Media, Amazon, and other requirement-based platforms/reasons.
 7. Researching vivid topics deeply whenever required.
 8. Analysing, lots of it- Feedback from the audience and coworkers; Insights of our official Social Media Handles or otherwise are all to be considered while mapping content such that the written content, photos, videos, and designs come out as best and effective as possible.
 9. Social Media based duties also involve taking approvals for content regularly and scheduling posts/stories on Facebook, Instagram, Google My Business, and LinkedIn using Zoho Social.
 10. Creating email and SMS content.
- Tools used: Grammarly, Mailchimp, Textlocal, Zoho Social, MS Word, Google Docs, and Sheets.

(Cont.d in the next page)

Designer

Duties of Graphic Designer-

1. Creating designs using online softwares, for Social Media, Amazon, Field Marketing (quite rare), and others, based on requirement.
 2. Choosing colour palettes, themes, elements, and fonts; Placing the logo, website link, and the mascot to make these designs recognizable. Writing and adding content to designs.
 3. Just Creating.
 4. Making changes to templates, brochures, pamphlets, etc., whenever required. (Quite rare)
- Tools Used: Photoshop, Illustrator, but mostly Canva.

Photographer

Duties of a Photographer-

1. Documenting events, upgrades, news, products, and other such special topics, in High Resolution using a DSLR and Mobile Phone.
- Tools Used: Canon 80D, Redmi Note 9 Pro, Samsung Galaxy J7 Max

Videographer

Duties of a Videographer-

1. Documenting events, upgrades, news, products, and other such special topics, in High Resolution using a DSLR and Mobile Phone.
- Tools Used: Canon 80D, Redmi Note 9 Pro, Samsung Galaxy J7 Max

Editor (Photos and Videos)

Duties of an Editor-

1. Post Processing photos and videos using Photoshop, Lightroom, and Snapseed. Post Processing involves manipulations like Color Correction and Grading.
 2. Editing Videos using Mobile Applications to render presentable videos.
- Tools Used: Photoshop, Lightroom, Snapseed, Vita, Premiere Pro

Miscellaneous Tasks:

Apart from all the above-mentioned duties, I also create content and designs for emails and SMS.

- Creating emails and sending them out involves creating templates on Mailchimp, inserting content, designs, photos/videos, and uploading audience contacts to the online software.
- Sending out SMS also involves a similar method, except there's no need for graphical content.
- Working on IVR Scripts.

Between January 2020 and January 2021 (All numbers provided below are approximate)-

Number of posts I have managed to air: 400 (Including LinkedIn and Insta/Fb/GB)

Number of Designs/Templates I created: 400-500

Number of Mailchimp Templates I created: 40

An approximation of email content and SMS content created: 60-70

Number of Photos I have clicked and edited: 200-300

Number of Videos I have captured and edited: 10-20

Links to the Social Media Handles I managed for Sld's Farm Pvt. Ltd. (Only dated between January 2020 - January, 2021)-

Instagram-

<https://www.instagram.com/sidsfarmhyd/?hl=en>

Facebook-

<https://www.facebook.com/sidsfarmhyd/>

LinkedIn-

<https://www.linkedin.com/company/sids-farm/?originalSubdomain=in>

GoFarmz Natural Foods & Products Pvt. Ltd. (From February, 2021 - August, 2021)

GoFarmz is a Telangana and Andhra-based Organic/Natural Food and Product supplier in Hyderabad, which goes both online and offline. With 3 physical stores, an online presence that promises Vegetable, Fruit and Product Deliveries all over the city and an active association with more than more than 1000 Organic and Natural farmers from certain rural areas around the Telugu States, GoFarmz had better intentions for a middle man than other mainstream brands did. Bearing any losses themselves, they tried to make sure that the farmers were always paid standard and non-fluctuating prices even in cases of wastage (which was utilised for juice stands later) while their customers received commendably good food. They accepted different quantities of vegetables or fruits from each farmer based on their economical needs and made sure to stay consistent with it.

My Responsibilities with GoFarmz included-

1. Regularly coming up with photographic/videographic, write-up and design content for (both print and digital media-based) branding strategies.
2. Creating everything from copywritten, design, documentary content and Social Media Presence to physical presence for offspring businesses.
3. Coming up with brand slogans and product descriptions.

4. Creating Colour Palettes and making the brand stand out while also being recognizable.
5. Creating a structured system and templates for the company's cloud-based data preservation with regards to Sheets, Documents, and Drive Folders.
6. Mapping, creating and documenting employee data, schedules, work records, job descriptions, orientational processes, training programs, standard operating procedures, elaborate customer/employee manuals, pitch decks and otherwise.
7. Mapping and writing content for push notifications, SMS and WhatsApp forwards; regular Newsletters, branding-related and FAQ-based emails. Creating templates on Mailchimp, which include written/graphic content and hyperlinks wherever required.
8. Staying up-to-date about farming practices and being able to create content about it for educational purposes.
9. Creating different Social Media Paradigms for Instagram, Facebook, Twitter, LinkedIn and Google My business; pushing relatable, meme-based, informative, educational write-ups, designs and hashtags, based on the context and the platform.
10. Package designing and getting them printed.
11. Stores' Interior Designing which includes educational/pictographic content to stay out of the normal; getting the designs printed and placed.
12. Content and design creation for special projects, merchandise, bags, tees, ID cards, visiting/business cards, stickers, posters, banners, brochures and flyers.
13. Visiting the farm regularly for fresh photographs and videos based on organic farming processes explained by resident farmers.
14. Creating farmer profiles.

Links to the Social Media Handles I managed for GoFarmz Pvt. Ltd. (Only dated between February, 2021 - August, 2021)-

Instagram-

<https://www.instagram.com/gofarmz/?hl=en>

https://www.instagram.com/tgf_archive/?hl=en

Facebook-

<https://www.facebook.com/gofarmz/>

Twitter-

<https://twitter.com/gofarmz>

Linkedin-

<https://www.linkedin.com/company/gofarmz/?originalSubdomain=in>