

RIDDHI

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EDUCATIONAL QUALIFICATIONS

Examination	School/College	Year	Percentage/CGPA
M.Sc Development Practice	Trinity College Dublin, University of Dublin	2026 - 2027	Ongoing
M.Sc Development Communication & Extension	Lady Irwin College (Delhi University)	2019 - 2021	9.2 CGPA out of 10
B.Sc Home Science (Prog.)	Lady Irwin College (Delhi University)	2016-2019	8.5 CGPA out of 10
CBSE Class XII (Commerce)	Bal Bharati Public School, Pitampura, Delhi	2016	94.25%
CBSE Class X	Bal Bharati Public School, Pitampura, Delhi	2014	CGPA – 10.00

WORK EXPERIENCE

- **DIGITAL & PUBLIC ENGAGEMENT ASSOCIATE - Climate Trends** (October'24 - July'26)
 - Designed, shot and managed social media posts for 3 different handles on Instagram, LinkedIn and X, , employing new strategies increasing content interaction rate by 9-10%
 - Have launched [ClimateBootcamp.in](#) and have organised Model COP 2.0 with the D&PE team.
 - Improved social media traction by 6%, collaborating with over 12 experts from the climate space, ensuring timely execution - utilized data-driven insights, to drive traffic to LinkedIn posts.
 - Organized more than 10 [podcast](#) episodes, curating 6-7 vox pops as part of SM projects for CarbonCopy.
 - Have written for [cleanmobilityshift.com](#) ([link](#))
 - Have developed infographics/data visualisations for more than 20 Big Stories at [CarbonCopy.info](#) ([link](#))
- **DIGITAL MEDIA COORDINATOR (Part Time) - Hejje India** (Feb'25 - Present)
Have supported Hejje's socials to reach an average engagement rate of more than 7% on Instagram and 30% on LinkedIn
- **CONSULTANT (Reports and Document Design) - Jhpiego India** (March'24 - November'24)
Designed and organized midwifery training modules, enhancing learner engagement. Standardized report templates, cutting review cycles by 30–40%. Organised [technical protocols](#) into concise visualisations and infographics.
- **SOCIAL MEDIA COORDINATOR (Part Time) - Rahat Charitable & Medical Research Trust** (Oct'23- March'24)
- **DIGITAL COMMUNICATIONS ASSOCIATE - Greenpeace India** (June'22-September'23)
 - Crafted targeted, engaging content for digital platforms, adapting to diverse contexts and trends.
 - Managed social media posts, collaborating with influencers, and ensuring timely execution.
 - Utilized data-driven insights, produced impactful videos, and maintained adherence to organizational values.Further, being the communications associate I had been part of organizing film screenings, initiating collaborations with prospective allies and developing campaigns' communications narrative for Greenpeace India's [digital media channels](#).
- **CONSULTANT (Design & Visualisation) - Kriti Film Club in collaboration with Institute of Social Studies Trust** (May'23 - June'23)
Designed the ISST [Shram aur Hum diary](#) along with visualizing the elements of the exhibition organized to mark 40 years of ISST with guidance of Aanchal Kapur (Founder, Kriti Film Club). The diary holds interactive designs, showcasing ISST's achievements and research work via bookmarks, postcards, illustrations etc.
- **CONSULTANT (UI/UX) - MAMTA - Health Institute for Mother and Child** (June'22 - July'22)
Supervised the ease of flow and visual design for the development of [RKSK application](#) to be brought about as a job aid for the adolescent Peer Educators. The project had been taken forward under the guidance of MoHFW.
- **SOCIAL MEDIA & SEMIOTIC CONSULTANT (Part time) - Benelato** (Feb'22 - April'23)
Supported their team in developing their digital communication strategy to enhance sales while designing their most recent brand update under the supervision of their cofounders.
- **PROGRAM MANAGER (Communications) - MAMTA - Health Institute for Mother and Child** (Sep'21-June'22)
Led communication initiatives including report editing/design, social media content strategy, IEC material development, and website management. Drafted grant proposals and recruited communication professionals for key programs. Managed the *Achhi Aadat Campaign* across two districts each in Rajasthan and Madhya Pradesh, developed campaign plans, supervised field teams, and coordinated reporting to donor agency JICA.

INTERNSHIPS & VOLUNTEERING

- **DIGITAL MEDIA VOLUNTEER - [Evaluation Community of India](#) (for EvalFest 2024)** (Sep'23-Feb'24)
- **SOCIAL MEDIA INTERN - [Plastic Free Period](#)** (Jan'21-March'21)
Worked on Communication designs and Social Media Posts related to the Campaign, to garner attention of the stakeholders pivotal in addressing the issue being advocated in the Campaign.
- **COMMUNICATION DESIGN INTERN- [Agents of Ishq](#)** (June'20-Aug'20)
Aligning my aesthetic and design approach with the monthly themes of the project, I was involved in graphic designing, illustrating designs for poetry, [comics](#) and writing content for awareness around gender, sex and sexuality.
- **VOLUNTEER/INTERN - Vijay Vigyan Foundation** (Sept'19-Nov'19)
Involved in [Research](#) on how women in Urban Slums of Palam, Delhi negotiate safe spaces and Community Engagement while conducting many sessions and community meetings on Health and importance of Education.
- **INTERN- Uttarakhand Jan Jagriti Sansthan (MSU-LIC Twinning Programme)** (June'19)
Learned and researched about the folk media for expression of status of women in the communities of Tehri, Garhwal Uttarakhand as part of an exchange programme with Michigan State University.
- **INTERN- Breakthrough India (NGO)** (June'18)
Worked on an idea, a film, to make the city a safer and shared space for women and girls.

RESEARCH AND DISSERTATION WRITING

- Presented a [virtual paper presentation](#) at the International Conference: The Changing Dynamics of Human Security organised by Deviprasad Goenka Management College of Media Studies which has been published in the [Journal of Global Communications](#) in January 2024. (March'23)
- Presented a [paper](#) titled 'Improving the Agency and Adaptation of Women Subsistence Farmers in Jamui, Bihar' at the Indian Institute of Tropical Meteorology along with co-author Tamanna Sengupta with Greenpeace India. (March'23)
- Presented a [virtual paper presentation](#) at the International Conference for Communication Trends and Practices in the Digital Era at Amity University, India. (March'22)

AWARDS AND ACHIEVEMENTS

- Bagged **3rd** position at TERI's [World Sustainable Development Summit for filmmaking](#). (Mar'22)
- College Award, **P.L. Seth Memorial Award to a Master student having done exceptional Extension Work in M.Sc. DCE and G.D Jain Memorial Prize** for Literary Society (May'21)
- **Presented at a Webinar by Women Power Connect** in the series for Digital Safety and Young Women in India during the Covid 19 Pandemic. (Oct'20)
- Bagged 1st Position in **Debate Competition** of Genderlogue'19 held at Lady Irwin College. (Nov'19)
- Received a **Letter of Appreciation** for creating illustrations for presentations of UNICEF in association with National Centre of Excellence and Advanced Research on Diets, Lady Irwin College. (March'18)

ADD ON COURSES AND QUALIFICATIONS

- Completed the course titled '[Demystifying Environmental and Sustainability Data for Effective Communication in the 21st Century](#)' by Centre for Science and Environment, India (Mar'24)
- Completed a semi moderated course on comprehensive sexuality education by TARSHI NGO. (Sep'23 - Dec'23)
- Pursuing classical dance Odissi from Debadhara Dance Academy, Delhi. (Apr'23 - July'26)
- Completed Climate Data Journalism Workshop organised by Azim Premji University and IndiaSpend. (Mar'23)
- Qualified UGC NET 2023 in the subject of Home Science with a score of 198/300. (Apr'23)
- Completed Online Courses on Graphic Design, Digital Marketing and Knowledge Management from Udemy. (Jan'21)
- Completed 3 year Diploma Course in Fine Arts (Painting) from Pracheen Kala Kendra, Chandigarh. (2016-2019)

SKILLS

Event Management, Digital Campaign Designing, Content Writing, Graphic Designing, IEC Toolkit curation, Strategic Planning, Community Engagement, Film Making and Visual Storytelling

ICT SKILLS

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| ● MS Word, MS Powerpoint, MS Excel - Advanced | ● Video Editing - Advanced |
| ● Adobe Illustrator, Photoshop, Indesign - Intermediate | ● Wordpress - Intermediate |
| ● Medibang paint pro (Digital drawing) - Advanced | ● Figma and Notion - Beginner |
| ● Canva - Advanced | ● Power BI - Beginner |

INTERESTS AND HOBBIES

- Writing Poems, Listening Music, Painting and Sketching, Photography, Calligraphy and Film Making