



# SHILPA SHARMA

## Brand Strategist & Solutions

An Assistant Director turned Content Strategist, I am trying to blend strategy and my creative thoughts to bring out the most value for people & brands I work with, and also learn along the way. My experience in brand solutions, writing and strategy helps me a lot in crafting brand stories which evolves into something meaningful and innovative

## CONTACT

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☎ 8588837483

📍 Amritsar, Punjab

## EXPERTISE

- Branding
- Visual story-telling
- Social Media Marketing
- Brand Strategy
- Screenplay Writing
- Brand Solutions

## INTEREST

Travelling  
Dancing  
Reading  
On-Screen Photography

## WORK EXPERIENCE

**SR.BRAND SOLUTIONS MANAGER** 2024-PRESENT

The Better India

**BRAND SOLUTIONS MANAGER** 2021-2024

NEWJ- New Emerging World Of Journalism

**DIGITAL BRAND STRATEGIST** 2020-2021

Creative Canvas Entertainment

**JUNIOR BRAND STRATEGIST** 2019-2020

White Rivers Media

**SOCIAL MEDIA STRATEGIST** 2019-2019

RISH Media & Entertainment

**SOCIAL MEDIA CONTENT WRITER** 2018-2018

Geek Octopus

**ASSISTANT DIRECTOR & WRITER** 2017-2017

Multimedia Communications Pvt Ltd

**ASSISTANT WRITER** 2017-2017

Saavdhan India

**ASSISTANT DIRECTOR** 2016-2016

The House Of Originals by Nivedita Basu

# EDUCATION

MAHARAJA AGARSEN INSTITUTE OF  
MANAGEMENT STUDIES

2013 - 2016

Bachelor Of Journalism and Mass Communication

BHAVAN'S SL PUBLIC SCHOOL

2011-2013

Higher Secondary, CBSE (Commerce)

SACRED HEART CONVENT SCHOL

2011

Secondary, ICSE

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## EXTRA CURRICULAR ACTIVITIES

ROTARACT INTERNATIONAL CLUB, NEW  
DELHI

Event Organizer and Chief Editor