

# GARGEE RANADE

Content Writer & Consultant



## SUMMARY

A passionate digital content writer with 2+ years of experience in online content, strategy and development. Known for my hardworking ethic and exceptional people skills.

## EDUCATION

### MASTER OF ARTS, MULTIMEDIA JOURNALISM

Fordham University

May 2023. GPA: 3.9/4.0

### POST GRADUATE DIPLOMA

Saint Xavier's College

April 2020. Grade: A

## LANGUAGES

English - Native/Bilingual

Marathi - Native/Bilingual

Hindi - Full Proficiency

French - Elementary/A1

## SKILLS

Content Writing/Editing

Market Research

News Reporting

Project Management

Multimedia Editing

Content Management

Trend Analysis

## SOFTWARE

Audacity

Premiere Pro | Final Cut Pro

Tweet Deck

Hootsuite

Mailchimp

## WORK EXPERIENCE

### CONTENT CONSULTANT

March 2024 - Present

Central Park Conservancy (New York)

- Brainstorming, developing, and refining video scripts.
- Writing content and seasonal guides, ensuring accuracy for the target audience.
- Writing and editing engaging social media copy, aligning with the brand voice.

### DIGITAL CONTENT ASSISTANT

July 2023 - Present

WhoWhatWhy

- Developing audience engagement strategies.
- Crafting social media copy on the environment, economy, and politics.
- Using Canva to improve graphics to enhance storytelling.
- Coordinating weekly social media posts using Hootsuite for planning..

### SOCIAL MEDIA STRATEGY ASSISTANT

May 2022 - August 2023

Graduate School of Arts and Sciences, Fordham University (New York)

- Increased social media following by 144%, engaging a broader audience.
- Improved multimedia content using Inshot, Canva, and Adobe Photoshop.
- Enhanced GSAS's Instagram visibility and audience interaction.

### MULTIMEDIA REPORTER

October 2022 - December 2022

WFUV News (New York)

- Crafted narratives such as a feature on the Frida Kahlo exhibit.
- Conducted interviews and communicated with sources, ensuring story accuracy.

### COPY EDITOR

September 2021 - August 2022

The Fordham Observer (New York)

- Edited news copies following A.P. guidelines, ensuring accuracy and quality.
- Met weekly deadlines, demonstrating strong time management skills.

### DIGITAL CONTENT, CO-LEAD

May 2020 - June 2021

Paddling Foundation (Mumbai)

- Boosted engagement through informative and engaging content.
- Reached a milestone of 10k followers, by revisiting content strategy.
- Conducted research to build a valuable marketing database.