




SHRUSHTI UPADHYE

**BBA Media – Specialization in Filmmaking,
Advertising, PR & Event Management**
Pune School of Media and Communications Studies
Semester III



About Me

-  Passionate Media Enthusiast currently pursuing BBA in Media, specializing in Advertising, PR, and Event Management.
-  Actively interested in video editing skills using tools like CapCut and Adobe Premiere Pro with a growing interest in visual storytelling.
-  Creatively inclined, with a flair for drawing and a love for singing.

Interest

- Film Appreciation
- Advertising & Event Planning
- RJ {Radio Jockeying}
- Digital content creation
- Video editing
- Photography
- Cinematography
- Public Relation
- Copy Writing.
- Creative Writing,
- Advertising Campaign Design and Planning
- Screen-play Writing
- Script Writing for Radio and Television
- Event Planning and Management



Creative work sample

[Posters for Ad Campaigns]



This poster was creatively designed as part of an assignment project using reference and tools of Adobe Photoshop, featuring the branding of Havmor.

Digital Campaign

A live case study assignment focused on developing a comprehensive social media strategy plan for renowned celebrity “**Swapnil Joshi.**” The project includes a detailed content calendar and targeted strategies designed to boost engagement and enhance his digital presence across social media platforms.

NAME : *Shrushti upadhye*

SUBJECT : *DIGITAL CONTENT CREATION*

As the Social Media Content Manager for Indian actor Swapnil Joshi, I manage his digital presence across platforms to ensure consistent engagement, brand visibility, and authentic connection with his audience.

About the Celebrity

Swapnil Joshi is a celebrated actor known for his work in Hindi and Marathi cinema and television. With a career spanning over four decades he made his debut in 1989 and continues to be a household name across India. His versatility has earned him critical acclaim and a loyal fanbase, with standout roles in shows like "Krishna", "Eka Lagnachi Dusri Goshta", and films such as "Mumbai-Pune-Mumbai" and "Duniyadari".

“SWAPNIL JOSHI”



Videography and Editing



Captured all content using a mobile camera, showcasing creative on-the-go shooting. Edited using Adobe Premiere Pro and CapCut combining professional tools with mobile-friendly software for dynamic and polished video output.

For more photos

https://drive.google.com/drive/folders/11371lwWpLh_Q_PMH2tWDVktRcAkpc0E?usp=drive_link

Photography and Editing:

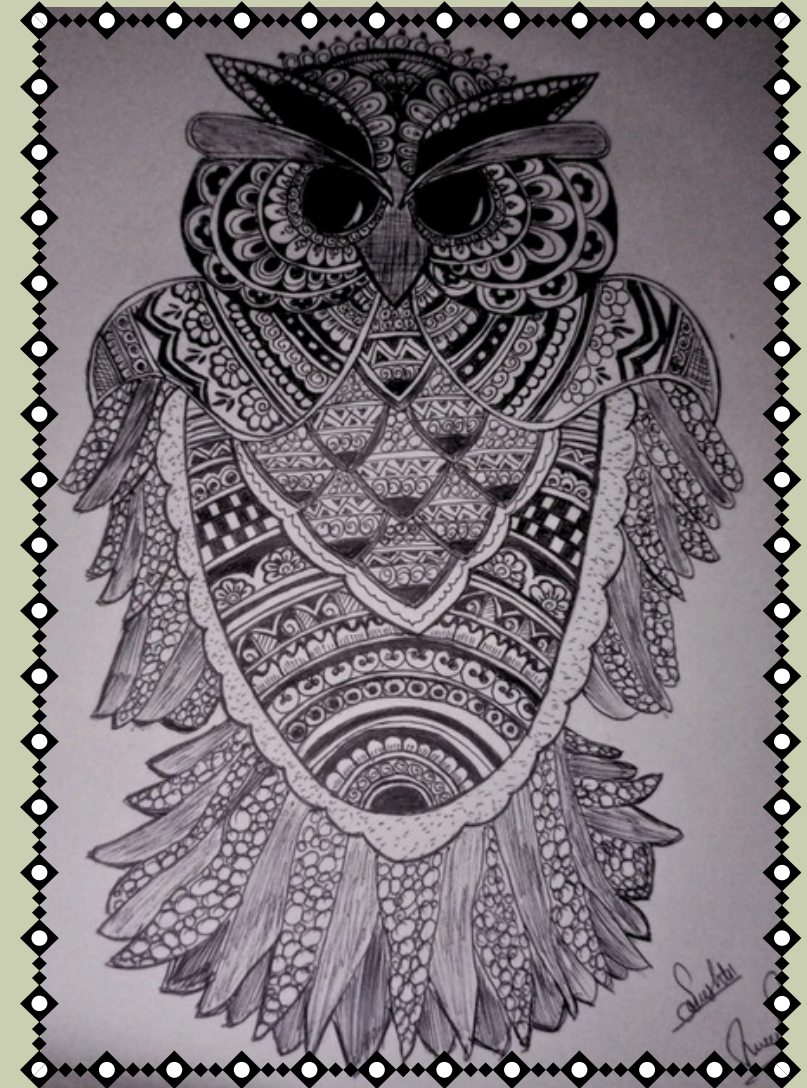


"Every click tells a story."



Drawings and Sketching

“MANDALA ART”




Certificates



1. International entertainment and sports marketing {**YONSEI UNIVERSITY**}
 2. Seeing through photographs {**MoMA UNIVERSITY**}
 3. Script writing : Write a pilot episode for TV or web series [**MICHINGAN STATE UNIVERSITY**]
 4. The strategy of content marketing {**UCDAVIS UNIVERSITY**}
 5. Film, images and historical interpretation in 20th century : The camera never lies {**UNIVERSITY OF LONDON**}
 6. Adobe premier pro for beginners : Quick start editing {**Coursera project network**}
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Academic highlight

Subjects Studied

-  News Analysis
-  Film Appreciation
-  Advertising & Marketing
-  Business Communication
-  Content Creation & Storytelling
-  Film Studies & Theories
-  Media Evaluation & Critique
-  Persuasive Writing for Ad & Pr

Events Managed

- GEC (Global Entrepreneur Conclave) – Co-Media, PR & Media anagement
 - HR 2024 – Core Team: Media & PR
 - Principal's Conclave (University Level) – Event Handling
 - Anantam Cultural Day – Media Team, PR and Stage Participation
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Academic Projects

- Audio storytelling [scripting & editing].
- Video Interview: Planning, Scripting and Editing.
- Media's impact on public opinion – Case:-“Sushant Singh Rajput”.
- News analysis on a key geographical issue.
- Digital strategy to boost “Swapnil Joshi's” online presence.

Workshops

- One day workshop on “Experiences in documentary filmmaking”
by notable “**Suraj Madhale**” a Filmmaker
- “Exploring cinema's role in cultural & social transformation”
by notable “**Suraj Madhale**” a Filmmaker
- Exploring Radio Industry and it's functioning during visit to FM Radio Station, Radio City & Red FM [Pune]

Career Objective

- To build a creative career in Advertising, Video Editing, and Event Management.
- Aspiring to work as an RJ & Content Video Editor

Links



[Linkedin](#)



[Instagram](#)



[Creative Work Links](#)



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