

# RUDRA RANA

Media Analyst

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Ghaziabad

## DESCRIPTION

Detail-oriented and result-driven Media Analyst with over 1 year of experience in analyzing media content, measuring audience engagement, and providing actionable insights to improve media strategies. Proficient in various media analysis tools and techniques, with a strong background in data analysis, market research, and social media monitoring. Adept at working in fast-paced environments and delivering high-quality reports to support decision-making processes.

## EDUCATION

### Kirori Mal College

B.A. Honors (History)

### Air Force Bal Bharati School, New Delhi

Senior Secondary with 95% marks

## SKILLS

- Microsoft Office
- Strong data analysis and interpretation skills
- Excellent written and verbal communication
- Ability to create detailed reports and presentations

## LANGUAGES

- English (C2)
- Hindi (C2)
- Punjabi (B1)
- Sanskrit (A2)

## EXTRA CURRICULAR ACTIVITIES

- Worked with various NGOs as part of the CSR activities

## WORK EXPERIENCES

### Silver Touch Technology (Current)

#### Media Analyst

- Conduct in-depth analysis of media content across various platforms including news, social media, and broadcast to identify trends and gauge public sentiment.
- Utilize tools such as **Meltwater, Google Analytics, Canva, Google Keyword Planner** etc. to monitor media coverage and measure the effectiveness of media campaigns.
- Worked with the **Ministry of Information and Broadcasting** on various projects such as **Viksit Bharat Sankalp Yatra, Mera pehla vote desh ke liye** etc.
- Covered **Lok Sabha elections 2024** and **State Assembly elections of Chhattisgarh, Rajasthan and Madhya Pradesh** for the **Ministry of Information and Broadcasting**.
- Prepare comprehensive reports and presentations for stakeholders, highlighting key insights and recommendations for strategic adjustments.
- Collaborate with marketing and public relations teams to refine media strategies based on analytical findings.
- Collected and compiled data from various sources for analysis

### Pariksha Mantra

#### GS Faculty (Freelancer)

- Subject Matter Expert in History
- Develop and implement curriculum and course material
- Delivered lectures and facilitated discussions
- Graded assignments and exams, providing feedback to students
- Write and edit articles for various clients
- Research and create content on topics including Current Affairs and Geopolitical Situations
- Advise and mentor students on academic and career goals, supporting their overall development.