



# SHILPA NELSON

Pen-name - Annabellez

- Skilled Writer, Engineer, and Musician | Fast Learner | Excellent Time Management.
- Proven ability to excel in diverse roles (Writer, Musician, Research and Journalism, Media broadcasting, Video and audio editing).
- Troubleshooting expertise consistently lauded by colleagues.
- Viral LinkedIn post showcases content creation capabilities.
- International Communication Management (ICM) student at The Hague University of Applied Sciences

## CONTACT

✉ houseofbellez.nl@gmail.com

☎ +31615124985

📍 2806MM, Gouda

## EXPERTISE

- Content writing
- Storytelling
- Social Media Managing
- Designing
- Ghostwriting
- Branding

## WORK EXPERIENCE

### HEAD OF CONTENT

SalesSource.ai

January 2024 -

present

- Developed and executed content strategies
- Elevated personal and company brands
- Curated engaging content for LinkedIn
- Spearheaded content marketing initiatives

### BRAND, COMMUNICATION& MARKETING - INTERN

Royal HaskoningDHV

Aug 2023-

December 2023

- Cultivated thriving LinkedIn communities
- Empowered teams through LinkedIn branding workshops
- Gathered valuable insights through market research
- Streamlined information flow with effective intranet management
- Provided comprehensive intranet support

### SOCIAL MEDIA MANAGER

DreamanDo ( startup NGO)

Dec 2022-June

2023

- Developed advertising materials
- Contributed to graphic design projects using Canva and Adobe.
- Served as a content creator for LinkedIn profiles
- Curated engaging content for Instagram
- Authored blog content

## FIRST LINE ANALYST

July 2022- Dec  
2022

Bunq

- Provided exceptional first-line customer support
- Resolved compliance issues and conducted thorough payment investigations
- Demonstrated commitment to regulatory compliance by completing multiple training programs.
- Consistently exceeded key performance indicators (KPIs)
- Recognized as a top performer.

## SENIOR SERVICE ASSOCIATE

June -2020-  
March 2021

Allianz

- Led Senior Support Team during Pandemic.
- Managed Creative & Event Teams for Virtual Engagement
- Facilitated Daily Operations & Training.
- Spearheaded Onboarding & Crisis Response
- Handled hirings for new support crew.

## JUNIOR ASSOCIATE PRODUCER

2016 -2020

NDTV 24x7

- Audio Engineer & Camera Operator
- Led Audio Team Training & Recruitment
- Worked on Primetime Productions including Award-Winning "Truth vs Hype"

## CERTIFICATIONS

Scrum Foundation certified by LinkedIn

Digital Journalism certified by Reuters

Investigative Journalism certified by Anderson School of Journalism

SoundGrid 3 levels certified for Audio recording and editing

Classical Guitar 6th grade certified from London Trinity College of Music.

## EDUCATION

### The Hague University of Applied Sciences - 2023 - Present

International Communication Management

- Corporate Communication
- Marketing, Branding, Storytelling
- Internal and External Communication

### University of Madras - 2010 - 2015

Masters In English literature and Minor in Journalism

- Linguistics and Phonetics
- Worked on Indian writers
- Shakespeare and Modern Literature
- Completed Thesis in Investigative Journalism

Bachelors In English literature and Minor in Journalism

- Studied Linguistics and Phonetics
- Worked on Victorian and Renaissance period
- Completed Thesis in Investigative Journalism

### M.G.R. Govt. Film and Television Institute - 2009-2012

- Proficient in Video & Audio Editing | Skilled in Cinematography.
- Specialization in Sound Engineering & Recording
- Experience in Short Film & Commercial Production
- Film Studies Background

## HOBBIES

Playing Guitar, Singing, Writing

## SOCIAL MEDIA

LinkedIn - Shilpa (The Ghost)  
Insta & Threads - the\_ghost\_bellez  
Amazon - 1. The guide not to get married - ( Book published)  
2. The Ghost Talks - (Book Published)