

RASHI GULATI

French Language Expert
Indian Assistant Ambassador in France

My Contact

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📍 Carcassonne, FRANCE 11000

Education Background

- Ramnarain Ruia Autonomous College

Bachelor of Arts - French Language and Literature - 2020

A detailed study of French literature of the 17th, 18th and 19th century, along with the knowledge in contemporary French, professional French (DFP _ Diplôme Français Professionnel) and Appreciation of art especially in the comprehensive understanding of paintings.

A background in political theory, public administration, Western philosophy, Indian philosophy.

- KET'S V. G. VAZE College, Mulund (E)

Higher School Education [H.S.C] - 2017

A brief introduction to the French language, political science, psychology and economics.

Certifications and Achievements

- **EXCHANGE STUDENT IN FRANCE**

Participated in a cultural exchange in 2017 organised by the Mumbai University to France to strengthen my knowledge of the language and tie cultural bonds between the two countries.

- **COLUMNIST - RUIATE MONTHLY 2017-2020**

Created content for three consecutive years for Ruia college's magazine as a columnist of the column 'Safarnama' based on travel.

- **EDITOR - CLUB SERVICE DIRECTOR ROTARACT CLUB OF KALYAN WEST**

Build club's magazine, encouraged creative writing amongst members, held personal development activities, volunteered towards the betterment of the village adopted for three years through teaching creative arts.

About Me

As a language enthusiast, I have always been passionate towards understanding diverse ways of communication and dwelling myself in different cultures.

Having worked as a French Language Expert in the IT industry and currently refining my knowledge of the French Language by interacting culturally, locally and in person with other language professionals, I am intrigued at how the knowledge of a foreign language brings closer continents.

Exploring all the fields the cognisance of a language can put forth professionally.

Professional Experience

English Language Assistant

Offered by Ministry of Education | Managed by Embassy of France

October 2022 - Present

France Education International | Carcassonne, Occitane, France

- Teaching and exchanging my English linguistic knowledge within public schools in Occitane based completely on French administrative practices.
- Strengthening language basics and proficiency of primary grade students by delivering and preparing lessons best fit to the French schooling system and compatible with their approach and language teaching methods.
- Expanding my lexical and etymological cognisance of the French language and culture by engaging in educational conversations with higher authorities of the programme and other fellow language assistants.

French Language Expert

August 2020 - September 2022

Vidushi Infotech Pvt. Ltd | Pune, Maharashtra, India

Digital Marketing KPO French Resource for WSI (We Simplify Internet) Project Manager | Web Development

- Search Engine Optimisation (SEO) of technical and e-commerce websites and blogs for francophone clientele.
- Manual translation of scripts, documents, web pages and blogs.
- Assisting in running paid marketing campaigns (PPC) on various advertising and social media platforms (Google, Facebook, LinkedIn)
- User Data Analysis (Google Analytics, Tag Manager, SEMrush, Webmaster, Microsoft Clarity, Crazy Egg)
- Running Email Marketing Campaigns (Mailchimp)
- Reporting (Conversion Tracking + User Behaviour and Frequency) using software and tools (Agency Analytics + SEMrush) and manual (depending on project requirements)
- Curating optimized content (Digital Marketing Blogs, Web pages)
- Recording Podcasts and Voice Overs (Facebook Ads, Blogs)

Skills

- Professional Bilingual Expertise (French-English)
- Translation and Interpretation
- Creative and content writing
- Voice Over Artist
- Digital Reporting

Reference

Daniel Depaz

- Manager - emagination eurl
- Franchisé WSI (We Simplify Internet)

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