

# Twinkle Jain

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📍 Cottbus, Germany

## Profile

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Researcher specializing in history, heritage, and cultural studies, with a proven track record in digital knowledge sharing, heritage documentation, and interdisciplinary cultural projects. Passionate about leveraging digital tools, including AI, to preserve and interpret cultural heritage sustainably. Experienced in ethical considerations of technology in cultural spaces, with a focus on bridging traditional heritage with innovative digital approaches. Skilled in analytical research, organizational coordination, and stakeholder management.

## Work Experience

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08/2019 – 09/2021

Delhi, India

### Head of Research

*India Lost & Found by Amit Pasricha* ☑

- Led digital knowledge sharing initiatives using tools like Confluence and SharePoint, increasing visibility of cultural heritage research across multiple sectors.
- Designed and managed online collaboration platforms, enabling seamless communication for 200+ researchers and fostering interdisciplinary heritage projects.
- Curated online content to promote cultural heritage, achieving a 50% increase in Twitter engagement and broadening public access to research findings.
- Ensured research quality through rigorous data validation, supporting heritage documentation and digital dissemination.
- Developed digital strategies to enhance museum and cultural institution outreach, aligning traditional heritage with modern digital methods.

06/2019 – 07/2019

Delhi, India

### Content Writer

*Trip to Wild*

- Website content creation.
- Enhanced writing via feedback, crafting high-quality content.
- Created tailored content for diverse platforms, driving Multi-channel Marketing.
- Crafted compelling content with precision and strong writing skills.

06/2018 – 08/2018

Delhi, India

### Content Writer

*WinZo Games* ☑

- Engaged in ongoing professional development to stay current on best practices.
- Unified content voice by aligning writing styles with company tone.
- Employed diverse writing styles for broad audience appeal.

04/2017 – 07/2017

Delhi, India

### Article Writer

*Smart Web Point: Blogger Outreach Service for SEO Agencies* ☑

- Contributed high-quality, SEO-optimized content across various niches.
- Implemented targeted SEO strategies, enhancing website visibility and search rankings.
- Developed and executed content plans tailored to client needs, boosting engagement.
- Collaborated with bloggers and influencers to create and publish content.
- Ensured all content met high standards and aligned with client goals.

## Education

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2021 – 2025

Cottbus, Germany

### MA World Heritage Studies

*Brandenburg University of Technology*

Thesis - AI Integration in Museum Curation: Impacts and Challenges

- Conducted mixed-method research, including surveys, interviews, and data analysis, exploring the role of AI in museum curation.
- Learned about AI applications and their potential to enhance cultural heritage preservation, as well as challenges related to their ethical use in museums.

2022 – 2022 Cottbus, Germany	<b>Marketing, PR, Story Telling and Media</b> <i>with Dr. Simona von Eyb</i> Completed a focused course on effective communication strategies for cultural projects, enhancing skills in public engagement and digital outreach.
2019 – 2020 Delhi, India	<b>PG Diploma Cultural Management</b> <i>Indira Gandhi National Centre for the Arts</i>
2016 – 2019 Delhi, India	<b>BA (Hons) History</b> <i>University of Delhi</i>


## Research & Writing Experience

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- Authored Master’s thesis, *AI Integration in Museum Curation: Impacts and Challenges*, using qualitative and quantitative methods to analyse digital tools for heritage preservation and museum innovation.
- Produced high-level research reports during MA studies, integrating digital methodologies and cultural heritage analysis.
- Contributed to research publications at India Lost & Found, writing and editing papers on cultural heritage with a focus on digital accessibility and accuracy.
- Led quality assurance for heritage research content, ensuring rigor and relevance for digital dissemination.

## Cultural Program & Event Coordinator

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03/2020	<b>Changing Narratives: Kal Aaj Aur Kal</b>  <ul style="list-style-type: none"> <li>• Organized a 5-day cultural festival integrating digital storytelling and online exhibitions, enhancing heritage engagement for diverse audiences.</li> <li>• Coordinated with 20+ stakeholders, including digital experts and cultural institutions, to bridge traditional heritage with modern technology.</li> <li>• Managed partnerships with artists, performers, and stakeholders in the cultural sector.</li> </ul>
01/2017	<b>Dekh Tamasha</b> <ul style="list-style-type: none"> <li>• Designed and executed a <b>3 day interactive street/theater play competition</b>, facilitating <b>cultural discourse</b> through digital engagement and media outreach.</li> <li>• Engaged <b>student organisations and cultural institutions</b> to increase participation and expand outreach.</li> <li>• Managed event logistics, coordinating performances from <b>50+ drama groups</b> across the University of Delhi.</li> </ul>

## Skills

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<b>Detail-oriented</b> Proofreading, Fact Checking, Editing	<b>Programming Languages</b> HTML, CSS, C++
<b>Database Management</b> SQL, Data Entry, Data Analysis	<b>Content Management Systems</b> HTML, WordPress, Wix, Contentful
<b>SEO (Search Engine Optimization)</b> Keyword Search, Technical SEO	<b>Microsoft Office</b> Word, PowerPoint, Excel, Outlook
<b>Knowledge Management Tools</b> Confluence, Notion, SharePoint	<b>Research</b> Qualitative and Quantitative Analysis, Data Validation, Academic Writing
<b>Adaptability</b> Problem-solving, Multitasking	<b>Digital Marketing</b>
<b>Social Media Content Creation</b>	

## Languages

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| • English (Native) | • Hindi (Native) | • German (B1) |
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## Interests

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| • Book Reading and Listening | • Dance (Indian Classical & Bollywood) | • Doodling |
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