

## City's Shalaka gets National award in Social Media field

### ■ Staff Reporter



Shalaka  
Kulkarni

SHALAKA Kulkarni, a 27-year-old creative writer, artist, global marketing communication and branding professional. In her previous stint at Brillio, she drove a significant impact in the field of corporate communications, employer branding and social media. She won her first national award - Women Disruptor 2021 for driving Excellence in the field of Social Media (for Employer Branding) in the Technology category.

Women Disruptors 2021 Summit was organised by Adgully and sponsored by Zee 5. Shalaka has been passionate about writing since the age of 8 and has worked with leading organisations. Her blog is called Broken

Crayons Still Color (shalaka.net) She is a student of Somalwar Ramdaspath, an electrical engineering graduate from YCCE, Nagpur, and had completed her masters from Welingkar Institute, Mumbai. She also holds a nanodegree in neuromarketing from Neurons Academy and Copenhagen Business School. In Oct 2020, she took up a challenge called Inktober - a worldwide celebration of art. She wrote and painted for 31 days straight and organized a fundraiser with her 31 paintings. It was in partnership with Give India Foundation - Mission 10 Million meals and Shalaka was able to raise over 1 Lakh/111K for feeding the hungry. Currently, she is exploring the canvas of spoken word poetry and aspires to be an author soon. She says, "People are inspired by stories and stories are inspired by people. And that's my favourite cycle."



## YOUR NEWS

# Shalaka wins natl award 'Women Disruptors 2021'

**S**halaka Kulkarni won a national award titled '**Women Disruptors 2021**' for driving excellence in the field of **social media** (for employer branding) in the **technology category**. **Women Disruptors 2021 Summit** was organized by **Adgully**. **Shalaka 27**, is a **creative writer**, artist, marketing communication and branding professional. She was a student of **Somalwar High School**, Ramdaspath, an electrical engineering graduate from **YCCE**, Nagpur, and had completed her masters from **Welingkar Institute, Mumbai**. She also holds a nano degree in neuromarketing from **Neurons Academy** and **Copenhagen Business School**.

