

SHRUTI KAPOOR

Content Writer

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Lucknow

EXPERIENCE

Desk Editor

Times of India

Lucknow

A leading newspaper offering comprehensive news coverage

- Worked as a Desk Editor, handling proofreading, fact-checking, and editing
- Improved content accuracy and clarity
- Gained hands-on experience with editorial workflows in a major newsroom

Desk Editor and Field Reporter

Hindustan Times

Lucknow

A major Indian newspaper providing news and analysis

- Dual role as Desk Editor and Reporter
- Wrote and published three original news articles
- Edited news content and supported newsroom operations

Reporter

Sahasi Samay

Lucknow

A local news outlet focused on community reporting

- Reported on local news
- Conducted field interviews and wrote news stories
- Developed practical skills in ground reporting and news gathering

EDUCATION

Bachelor's of Journalism

Amity University

08/2023 - Present Lucknow

Intermediate

City Montessori School

Lucknow

High School

City Montessori School

Lucknow

CERTIFICATION

Canva

Social Media and Content Creation

Graphic Design

Business Communication

LANGUAGES

English Advanced Hindi Advanced

SUMMARY

I am a creative and motivated BJMC graduate passionate about content writing, editing, and direction. With excellent communication skills and a sharp eye for detail, I excel at generating original ideas and improving content quality. I am eager to support impactful projects within a dynamic team environment that values creativity and collaboration

KEY ACHIEVEMENTS

Creative Direction and Editing

Successfully directed and edited multiple documentaries and advertisements, showcasing creativity and technical skills

SKILLS

Adobe Indesign	Adobe Premiere	Canva
InDesign	Microsoft Power Point	Microsoft Word
Screenwriting	Final Cut	Gmail

PROJECTS

Media and Documentary Projects

Various projects showcasing skills in writing, directing, and content creation

- Regular contributor in The Expressions: A magazine for Amity University
- Directed and scripted a Documentary Behind the Painted Face
- Created a Podcast on the topic Achieving Mindfulness through Ramayana

Visual Storytelling Projects

Projects aimed at enhancing visual storytelling and marketing

- Shot and edited a Photobook
- Designed product labels, catalog, and visiting card for Natural Herbs
- Directed, filmed, and edited advertisements for Anand Magic World

INTERESTS

Social Work and Media Engagement

Volunteering for social causes and engaging in creative media projects