



# SHRUTI KAPOOR

Dedicated content professional with extensive experience in news editing, government communications, and digital strategy. Expert in crafting high-impact narratives for large-scale institutional projects and major media houses.

## SKILLS

- Script Writing
- Editing
- Article Writing
- Public Speaking
- Anchoring

## TECH-COMPETENT

- Canva
- Adobe Premiere Pro
- Final Cut Pro
- Adobe InDesign
- Arc Studio
- MS Word
- MS Power Point

## ADDITIONAL CERTIFICATES

- Canva
- Social Media and Content Creation
- Graphic Design
- Business Communication

## PERSONAL DATA

- **Date of birth** : 22 May 2004
- **Address** : Lucknow
- **Phone number** : +916388560183
- **Portfolio** : [shrutikapoor.com](https://shrutikapoor.com)
- **Email** : [kapoor22shruti@gmail.com](mailto:kapoor22shruti@gmail.com)

## EDUCATION

- Bachelor's of Journalism & Mass Communication from Amity University, Lucknow | 2023-2026
- Intermediate from City Montessori School with 84%
- High School from City Montessori School with 90.1%.

## INDUSTRY EXPERIENCE

### AUBURN DIGITAL SOLUTIONS, LUCKNOW – CONTENT WRITER (PRESENT)

- Crafted editorial content for the UP Government and Chief Minister's Office.
- Created Aura reels and Gen Z-focused digital assets for CMO platforms.
- Managed content strategies for various third-party institutional pages.

### HIKAYA MEDIA AGENCY, DUBAI – COPY & DESIGN INTERN

- Designed brand kits & content.
- Created social media and presentation templates.
- Developed advertising strategy content & creative copy.

### INTERSHIP AT TIMES OF INDIA, LUCKNOW

- 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.

### INTERSHIP AT HINDUSTAN TIMES, LUCKNOW

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

### INTERSHIP AT SAHASI SAMAY, LUCKNOW

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

## CO CURRICULAR WORK

- Suramya Life Foundation
- Climate Trends
- Phia Foundation

## LANGUAGES

- English (Read, write, speak)
- Hindi (Read, write, speak)

## WORK REFERENCE LINKS

- [Transfoming UP](#)
- [CMOFFICEUP](#)
- [UPGovt](#)
- [janjankeyogi](#)
- [upkidoubleengineraftaar](#)

## PROJECTS UNDERTAKEN

- Regular contributor in The Expressions: A magazine for Amity University.
- Directed a Documentary Film Behind the Painted Faces.
- Shot and edited Photobook.
- Designed the product labels, Catalogue and visiting card for the company Natural Herbs.
- Directed and scripted a Documentary Behind the Painted Face.
- Created a Podcast on the topic Achieving Mindfulness through Ramayana.
- Contributed as a Writer, Actor and Poster Designer for the short film Raksha.
- Directed, filmed, and edited three dynamic advertisements for Anandi Magic World.
- Certified by Canva for Creating more than Two Hundred Designs.
- Made Short Documentary on Chaturmas.
- Volunteer: Arranged A drive for transgender individuals in collaboration with Suramya Life Foundation at Lucknow police line.
- Participated in Camera and Lighting Workshop by Vivek Mishra.
- Participated in Gender sensitization Workshop by Phia Foundation.
- Conducted research on Chikankari Trends.
- Conducted research on The Consequences of Inaccurate Reporting on Transgender Individuals.
- Took the role of Line Producer in the short film Horrors of Tomorrow by Climate Trends.
- Served as an Actor and a Poster Designer in the short film Wake Up by Climate Trends.
- Volunteered for Sahitya Aaj Tak, Lucknow.
- Worked as a Writer and Production Manager in the Short Film Qabiz.
- Directed the Short Film Waqt.

## WALK IN TROUGH MY WORK

[https://drive.google.com/drive/folders/1L\\_ErT3OWn7WggT8ffRT0F7A0OZGqkNeV?usp=sharing](https://drive.google.com/drive/folders/1L_ErT3OWn7WggT8ffRT0F7A0OZGqkNeV?usp=sharing)  
<https://open.spotify.com/show/5dBUqRHjsEEAh5NxTDyYrK>

<https://open.spotify.com/show/0kZ9fY8rIQ5kNRyWcYh0eE>

[https://drive.google.com/open?id=1rkvwais7V4QAUR1pWRqFX3D0sDYFQzD1cqN5u\\_NsEcU](https://drive.google.com/open?id=1rkvwais7V4QAUR1pWRqFX3D0sDYFQzD1cqN5u_NsEcU)

<https://docs.google.com/document/d/1xcCVNSPGUblBaMHqQ.O6OPF-I8THM-ioUHEHoy27UpYo/edit?usp=sharing>

SCAN ME

