

## PROFILE

A features writer and contributing editor at *.Cent Magazine*. My work explores culture, identity, and contemporary issues through narrative-led storytelling that blends personal voice with wider social commentary.

I have reported from industry spaces, including London Fashion Week as accredited press, and work confidently in fast-paced, high-pressure environments. I am particularly drawn to long-form features and culture writing that centre human relationships, identity, and lived experience, and am seeking opportunities to further develop my voice within forward-thinking publications.

## WORK EXPERIENCE

### **.Cent Magazine**

2025-PRESENT

Contributing Editor & Features Writer

- Write and edit features on art, culture, and emerging brands across digital platforms.
- Produce culturally focused editorial content, informed by industry access and brand engagement.
- Collaborate with editors and creatives, from pitch to publication.
- Edit and produce short-form video content for digital platforms.
- Support various social media distribution and audience engagement.
- Attend and report from industry events, including London Fashion Week, alongside regular press previews, openings, and PR events.

### **Artefact Magazine**

2025

Features Writer

- Wrote long-form features exploring culture, identity, and lived experience.
- Contributed to sub-editing, flatplanning, and print production, supporting editorial layout and structure.
- Produced and published digital features, using SEO principles and visual assets to optimise reach.
- Supported content distribution, including Facebook publishing and audience engagement.

### **DP World Tour Championship**

2019-2022

Volunteer Manager

- Managed and coordinated volunteers at a large-scale international sporting event.
- Oversaw operations under tight deadlines, within a televised environment.

### **IIFA Awards**

2022

Volunteer Lead

- Supported press and event operations at a high-profile awards ceremony.
- Assisted with media-facing tasks, including content creation and talent coordination.

### **Zee News**

2021

Intern

- Conducted research and contributed to content planning and audience analysis.
- Gained insight into newsroom workflows and media production.

## SKILLS

- Feature writing & narrative storytelling.
- Interviewing, research & source development.
- Sub-editing & proofreading.
- SEO copywriting.
- Media law & ethical reporting.
- WordPress & Adobe Suite.
- Social media strategies (TikTok, Instagram, X, Facebook, and YouTube).
- Bilingual: English and Hindi (fluent); Arabic, Italian, & British Sign Language (elementary proficiency).

## EDUCATION

2023-2026

UNIVERSITY OF THE ARTS

LONDON

- BA (Hons) Journalism
- Predicted First Class Honours

2023-2021

INTERNATIONAL

BACCALAUREATE (IB) - GEMS

WELLINGTON INTERNATIONAL

SCHOOL, DUBAI

## CONTACT

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References available upon request.