

ANANYA PATANKAR

FEATURE WRITER



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PROFILE

Published feature writer and final-year journalism student at the University of Strathclyde, with editorial experience across multiple magazines including Source, Resource, and Advance. Experienced in producing long-form features, securing interviews, and adapting voice to suit distinct publication styles. Demonstrates a strong ability to respond to fast-paced editorial briefs while delivering well-researched and engaging content. Also experienced in digital and editorial content creation across independent media platforms, with particular interests in fashion, media culture, and contemporary discourse.

EDUCATION

Delhi Public School, India

Secondary Education

Mansukbhai Kothari National School, India

Senior Secondary Education

University of Strathclyde, United Kingdom

BA (joint Hons) in Journalism, Media, Communication and English literature

EXPERIENCE

Content Creator & Communications Intern | SS Nagarkar Jewellers | June - August 2023

- Created visual and written content for jewellery products, applying an editorial perspective to fashion-focused storytelling
- Styled and filmed product-focused content, aligning visuals with brand identity and audience appeal
- Engaged with customers to understand preferences and inform content direction and product positioning
- Supported brand communication by responding to customer queries and maintaining a consistent tone across interactions

Editorial & Feature Writer Intern | L'Utopia (Digital Magazine) | May - August 2025

- Produced high-volume editorial content, writing multiple articles daily across fashion, lifestyle, and culture
- Wrote profile features on actors and creatives, incorporating research and interview insights into narrative-driven pieces
- Created press release-style content for luxury and lifestyle brands, including watches, skincare, and fashion products
- Curated and designed lookbooks, sourcing fashion pieces and assembling visual layouts to complement editorial content
- Covered international fashion events, including designer collections presented at Thailand Fashion Week
- Worked closely with editors to meet tight deadlines, contributing ideas in editorial discussions and responding quickly to briefs

Feature Writer | DC Publishing | January - April 2026

- Produced feature articles across three publications: Source, Resource, and Advance, adapting tone, structure, and content for distinct audiences
 - Researched and wrote full-length editorial features, including headlines, standfirsts, and body copy
 - Sourced and secured interviewees independently, conducting interviews to develop profile-led and narrative-driven content
 - Developed story angles and translated research into engaging, audience-focused features
 - Edited and refined content in response to editorial feedback, ensuring alignment with house style and publication standards
 - Maintained professional communication with organisations and contributors through outreach and follow-ups
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SKILLS

Editorial

- Feature Writing
- Interview Sourcing, Question Development & Conducting Interviews
- Profile & Narrative Writing
- Copyediting & Proofreading

Research & Analysis

- In-depth Research & Topic Exploration
- Fact-checking & Source Verification
- Discourse & Content Analysis

Digital & Media

- Social Media Content Creation
- Visual Content Editing (Canva)
- Basic Video Editing
- Audience Engagement

Professional

- Editorial Tone Adaptation Across Publications
- Strong Written & Professional Communication
- Ability to Work to Tight Editorial Deadlines

Additional

- Editorial Skills Course – Duke University (Online)

SELECTED WRITING

- “An App a Day” — Source (Feature)
- “Is an Apprenticeship Right for You?” — Source (Interview Feature)
- “CPD Courses to Strengthen Your Skills” — Resource (Professional Feature)

- “From Blair to Bloomingdale’s: The Prep Revival We’re Living For” — L’Utopia (Fashion / Lookbook)
- “Precision Meets Power: Inside Audi’s Formula 1 Masterplan” — L’Utopia (Press / Brand Feature)
- “Heritage Meets Haute: ZhuojiaRen x Red Palace AW Collection at Thailand Fashion Week” — L’Utopia (Fashion Week Editorial)