

# Mohita Adhvaryu



USER EXPERIENCE & CREATIVE WRITER | FILMMAKER  
CONTENT & BRAND CONSULTANT

## PROFILE

**Website:** [Mohita Adhvaryu](#)

**Blog:** [Hundred Grams of Life](#)

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[mohitaadhvaryu@gmail.com](mailto:mohitaadhvaryu@gmail.com)

**Instagram/Twitter:**

[@thisismohita](#)

**LinkedIn:** [@mohitaadhvaryu](#)

## FILMS AND SCRIPTS

**Writing | Direction | People & Resources Management:** Short Fiction Films: Justajoo, Yours Truly, Touche

**Wrote and Researched:**

Documentaries: For the Record, Not Just a Hymen

## AWARDS

**Miss Volcano Award for Personality Contest:** February 2012 by Rotary Club Anand Round Town

**Best Student Award:** October 2010 by Indian Society of Technical Education (ISTE)

## EXPERIENCE

**Freelance Writer | Content & Brand Consultant:** 2012 to present

Creating content and strategies for corporations and start-ups and ensuring that it makes a difference.

**User Experience Writer at Shell:** September 2021 to Present

Helping a seasoned team of designers and engineers with design system documentation, content strategy, branding and communications to get started!

**Head of Content and Communications at Yuyiii:** August 2019 to July 2020

Produced and directed travel short films for luxury stays and properties across India. Looked into content marketing, design and communications.

**Writer | Pan India Community Head at CityShor:** August 2016 till February 2018

Wrote lifestyle features, hired and managed a community of 160+ freelance writers spread pan India for CityShor.

**Account Executive and Writer at Kinnect:** February 2016-April 2016

Strategized/created content and managed SMM platforms for a popular Indian furniture brand: Durian.

**Post Implementation Engineer at eClinicalWorks:** May 2013-June 2014

Configured eClinicalWorks software & managed data, installation on servers as well.

## EDUCATION

**Post-graduate Diploma in Film, TV and Digital Video Production** 2018-2019  
St. Xavier's College | Xavier Institute of Communications, Mumbai  
Grade: Distinction: A

**Bachelor of Engineering Electronics and Communication** 2009-2013  
Gujarat Technological University  
Grade: Distinction | CGPA: 7.19/10

**HSC | SSC** 2009 | 2007  
Lourdes Convent High School, Surat  
Grade: Distinction in both | 65.2% and 86% respectively

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## SKILLS

Content Creation	Brand Strategy
Writing (UX, Creative, Content) and Ideation	Brand Management
Film Direction & Production	Creative Direction
Editing/Proofreading	Podcast Production
	Team Building

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## REFERENCES

Aman Jain (Lead - Talent Development CoE at AB InBev India): +91 90088 66556  
Anurag Kamandula (Founder of Kidero, Cooked By Mom): +91 88848 49943

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