



# Mohita Adhvaryu

WRITER | DIRECTOR | PRODUCER | CONTENT CREATOR | BRAND STRATEGIST

## EXPERIENCE:

### Head of Content and Communications:

**Yuyiii - August 2019 to present**

Producing, directing travel short-films for luxury stays and properties across India. Also, I look into content marketing, design and communications.

### Writer | Pan India Community Head:

**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:

**Social Kinnect: Feb 2016-April 2016**

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

### Freelance Writer & Independent Media Consultant:

**2012 to present**

Created content as well as social media strategy for start-ups, food blogs like Eatongo (2014-2015), Cooked By Mom (2015), Whisk Affair (2016-2018), Polka Cafe, Office Chai, Your Story.

### Post Implementation Engineer

**eClinicalWorks: May 2013-June 2014**

Configured eClinicalWorks software on hospital's, PCP's systems. Managed data, installation on servers as well.

## EDUCATION:

**Post-graduate Diploma**

**2018-2019**

**Film, TV and Digital Video Production**

St. Xavier's College | Xavier Institute of Communications, Mumbai

**Grade: Distinction: A**

**Bachelor of Engineering**

**2009-2013**

**Electronics and Communication**

Gujarat Technological University

**Grade: Distinction | CGPA: 7.19/10**

**HSC | SSC**

**2009 | 2007**

Lourdes Convent High School, Surat

**Grade: Distinction in both**

## PROFILE:

Phone: +91 9727645011

Email: mohitaadhvaryu@gmail.com

Location: Mumbai, India

## 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

## INTERNSHIPS:

Marketing and Content Intern at Zav Foundation -2013

Features/Fiction Writer at The Youth Express -2012

## SKILLS:

Script Writing

Blogging

Film Direction

Brand Strategy

Film Production

Brand Management

Creative Writing

Social Media Management

People Management

Travel Writing

Editing/Proofreading

Adobe Premiere Pro & Lightroom

Team Building

## 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)