**Shobhita Dutt
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DOB- 28/12/1988**
 **Education Qualification**
**·  Masters in English and Communication Studies**from IP University, Delhi**.**

**·  Bachelors of Journalism and Mass Communication** from Jagannath International Management School (JIMS), under Guru Gobind Singh Indraprastha University.

·  Class 12th - CBSE Board - 77% ·  Class 10th - CBSE Board -69%

 **Work experience**

**. Sulit Media Pvt Ltd: Chief Editor (November 2018-till date)**

**-Working as Chief Editor for the company two digital platforms: Delhi planet, which is a lifestyle website and Inclusive India, which is a platform on diversity & women achievers.**

**- Being a Chief Editor, I am responsible for both of the products, from marketing to content to daily ideation, handling Google analytics, social media, editing and publishing of stories, coordinating with PR agencies, freelancers, taking care of the UI design, mobile site and everything pertaining to the platforms.**

**. Letz Dream Foundation: Communications Manager (February 2018-Nobember 2018)**

**-Working as Communications Manager with Letz Dream Foundation, more than a decade old non-profit organization.**

**Responsibilities:**

**-Devising and driving the overall communication strategy of the organization, including internal and external communications.
- Handling the social media channels of the organization, including Facebook, twitter, Linkedin and Instagram.**

**-Generating reports and case studies on the field work being done by the organization.**

**-Revamping the website of the organization, including handling the text and layout revision.**

**. Showtime Group: Corporate Communications Manager**

**Worked as Corporate Communications Manager with Showtime Group, a two decades old events organization headquartered in Gurgaon. (October 2016-March 2017)**

**Responsibilities:**

**-Handing all the social media channels of the organization, including Facebook, Twitter, Youtube, and Linkedin, and increase the brand’s visibility.**

**-Making sure the projects undertaken by the organization get due media coverage.**

**-Ensuring media coverage for top management of the organization.**

**-Working on organization’s internal communications as well.**

**-Managed the project for building the company’s new website.

. Indiatimes.com: Senior Content Writer and Social Media Manager**

**Senior Content Writer (level 3) at indiatimes.com, a lifestyle website under the Times Of India. (September 2014-October 2016)**

**Responsibilities:**

**-Write and edit content for the entertainment and lifestyle section of the website, as well as handle social media for the entertainment section.**

**- Was the first recruit for the revamped indiatimes website. Started out as a writer and editor for lifestyle section. Eventually, took charge of the Entertainment section, and made it grow single handedly.
- Coordinate and help graphic designers with the constant design changes in the website and other graphics required for individual stories.**

**- Also, coordinate with PR agents and celebrities for stories.**

**- Took charge of the Indiatimes Entertainment Facebook page and took it up to 70K plus likes within a few months.**

**. Scoopwhoop.com**

**Freelance creative Writer with Scoopwhoop.com. (April 2014-May 2014)**

**- Was one of the first recruits at scoopwhoop.com. Contributed for stories in both Lifestyle and Bollywood section of the website.**

**. MAXIM (India) Magazine**

**.Senior Staff Writer for MAXIM India Magazine. (October 2011-July 2013, 1 year 10 months)**. 6 months as a paid trainee writer for MAXIM India Magazine (Aug2010-Jan2011, 6 months)  **Responsibilities:**

- Interview celebs for stories.

- Conceptualize, research, write, proofread, and edit stories, special features, and regular pages of the magazine.

- Coordinate with celebs, stylists, and photographers for cover, style, and product shoots.

-Conceptualize and supervise shoots with stylists and photographers for the magazine.

- Help designers with overall lay out of the pages.

**-Handle and write content for the magazine’s website-** [**www.maximindia.in**](http://www.maximindia.in/)**, and social media.**
**. Edited NRI EMPIRE magazine** for the month of November 2011.

**Computer Proficiency**
Application Software: Wordpress, MS Office.