



# AMRUTA MULEY CHOU DHARI

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## SUMMARY

Driven Content Writer with experience creating unique copy for varied clients and outlets. Meticulous and precise to meet exact project specifications. Works quickly to complete tasks within tight deadlines. Productive employee with proven track record of successful project management and producing quality outcomes through leadership and team motivation. Works with clients to determine requirements and provide excellent service.

## SKILLS

### Expertise In

- Marathi Language Expert
- Proofreading (Marathi & English)
- Creative Writing in Marathi, English, Hindi
- Creative Thinking & Execution
- Editing Skills in Provided Content
- Voice Over
- Sangeet Visharad

### Writing Skills

- Blogs, News & Articles

## EXPERIENCE

January 2023 – Till Date

**Content Writer, Kanvin Association, Hôcotel Hotels & Resorts Pvt Ltd, The Success Diaries | Pune, India**  
(Hospitality Consultancy & Management Firm)

### Content Creation and Management:

- Developing and curating informative, engaging content for the Kanvin Association, Hôcotel Hotels & Resorts Pvt Ltd, The Success Diaries.
- Creating website & all the needed content for these firms.

### Social Media Management:

- Planning and executing social media posts on Facebook & Instagram.
- Links – Facebook Page - <https://rb.gy/xupyko>  
Instagram - <https://rb.gy/mr1jpm>

September 2022 – October 2023

**Content Writer, Foxberry Technology Pvt. Ltd | Pune, India**

- Pune Municipal Corporation's initiative PMC CARE plays a pivotal role in enhancing citizen engagement and fostering effective communication between Pune Municipal Corporation (PMC) and the residents of Pune.
- Creating the various types of content for the mobile app, website, and social media platforms.
- Coordinating with PMC's various departments to gather information and generate content that keeps citizens informed, engaged, and involved in civic matters.

### Content Creation and Management:

- Developing and curating informative, engaging, and citizen-centric content for the PMC CARE mobile app and website.
- Creating blog posts, articles, news updates, and multimedia content to inform citizens about PMC initiatives and developments.
- Managing content within the content management system (CMS) to ensure accuracy, relevance, and timeliness.

- Brochure & Company Profile
- Social Media Content
- Video Scripts
- Website Contents
- App Contents

### Brand Establishment

- Brand Story Lines
- Creative Content
- Tagline Creation
- Project Title Names

### Ideation For

- Ads
- Graphics
- Videos
- Designing
- YouTube

### Personal Skills

- Fact - Checking Skills
- Team Leadership
- Project Management
- Maintaining Standards
- Good Eye for Detail
- Translation
- Public Relations
- Anchoring
- Event Planning

### Social Media Management:

- Planning and executing daily social media posts on various platforms (e.g., Facebook, Twitter, Instagram) to keep citizens informed and engaged.

### Department Collaboration:

- Establishing relationships with PMC departments to gather information, updates, and events that can be shared with the public.
- Coordinating with department heads and staff to ensure that department-specific content is generated and shared effectively.

### Video Content Strategy:

- Developing and executing a video content strategy to engage citizens visually, including live streams, interviews, and informative videos.
- Collaborating with the video team to create and publish video content that highlights PMC's initiatives and projects.
- Uploading the videos related to Yoga and various Recipe's on YouTube

### Communication

- Writing all types of communication as the PMC CARE is communicating, like SMS, WhatsApp messages, various types of circulars, letters, invitations, etc.

### Other Activities

- Doing Voice Overs for news.
- Done the Media Samvaad – 2023 (18 Sept.) Program's Anchoring.
- Link - <https://fb.watch/n-4bSeELxi/>  
<https://fb.watch/n-4hgrTAWx/>  
<https://fb.watch/n-4lvsfXX4/>

April 2022 - August 2022

**Content Developer, Infinity IAS Academy | Pune, India**

- Project Handling – Editing and proofreading of books of MPSC & UPSC.
- Script writing for the YouTube videos.
- Content writing of brochures & ads.
- Motivational writing.
- Delivered high-quality written content that was insightful, informative and entertaining.
- Performed in-depth research into topics to write clear and accurate copy.
- Created resources and articles across wide range of subject matters and target audiences, adjusting content, style and tone to match.
- Built and maintained strong business relationships both internally and externally.
- Kept fully up-to-date with emerging technologies, platforms and best practices to help meet client objectives.
- Managed own workload efficiently to produce high-quality work within agreed deadlines.

September 2012 - April 2022

**Sub Editor and Translator. Saket Publication** | Aurangabad, India

- Project Handling – Editing of books from its cover page to back cover page including presentation, title, sub-title, images of and in the books.
- Handled team of a team of 6 to 7 personnel simultaneously.
- Event organization and management of book publishing programs from production to anchoring and media coverage.
- Written book related articles.
- Collaborated with production staff to complete quality, on-time printings.
- Used correct style, proper grammar and appropriate voice in journalistic pieces.
- Performed extensive research to back up stories.
- Interviewed sources, contacts, and leads to gather information for stories.
- Co-ordination with the authors and editing team.
- Organized seminars, workshops and trainings for editors and others

September 2012 - July 2016

**Casual Announcer, All India Radio** | Aurangabad, India

- Song selection, Program related scripting.
- Program Announcing

July 2010 - May 2012

**Copy Editor – Reporter, Voice over Artist, ETV Marathi** |

Hyderabad, India

- Project Handling – Editing of news, voice overs, small news bulletin production
- Live Interviews with Sindhutai Sapkal, Avdhut Gupte, Pallavi Joshi etc.
- Special stories on special days, festivals, traveling, art and fashion – writing, editing, Voice overs
- Reviewed content for plagiarism, checking sources for accuracy and flagging any issues.

February 2011 - April 2012

**Trainee Reporter, Dainik Lokpatra** | Aurangabad, India

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## EDUCATION

2010

**Master of Arts** | Mass Communication & Journalism

MGM College of Mass Communication & Journalism, Aurangabad, MH

2008

**Bachelor of Arts** | Psychology

Deogiri College, Aurangabad, MH

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## ACCOMPLISHMENTS

- Attended Art of Living's 'Antarnaad Musical Program – Pune' which was recorded in Guinness Book of World Records

- Participate & Won Several Singing Competitions.
- Given Voice Over to Saam Marathi Ads.
- Participated as an Anchor in Women's Day Program.
- Won Solo Singing Prize in Youth Festival.
- Participated Pre-R.D. Camp at Jodhpur, Rajasthan in 2007

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## CERTIFICATIONS

- Completed 'Sangeet Visharad' from Akhil Bhartiya Gandharva Mahavidyalaya Mandal, Mumbai with 74%.
- MS-CIT with 89% in October 2005.
- Completed Certificate Course in Mental Health & Counseling.
- Completed Certificate Course in Cookery & Food Preservation.
- Completed an Assistant Yog Teacher's Training Programme by Patanjali Yogpith (Trust), Haridvar in Dec, 2020