# Mahrukh Shah

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**Career Objective**

To work in the most productive fashion, and create a niche in the world of creativity.

**Self Profile**

Mahrukh comes with a Masters Degree in English Literature and total experience of 14 years in building content strategy, quality content creation and development. Mahrukh has a keen eye for copy and a crazy bent of mind along with strong industry networking. An avid reader, a music lover, and with a passion for writing poetry, she has an OCD for everything organised. Humour being her strong point, Mahrukh makes sure she adds a little quirkiness to everything she pens. Her past experiences include BCCL, Hungama Digital Media and Experience Commerce Digital Media. Multitasking seems to be her forte and she can swiftly jump between blogs, website content, social media content, creative ads, video scripts, etc

**Work Experience**

OCD, Mumbai

* Founder (Apr’18 – current)

*Job Description:* Conceptualising, ideating and scripting content for websites, ads, videos, social media and blogs across various formats and platforms depending on the client need.

Experience Commerce Media Pvt.Ltd, Mumbai

* Content Head (Dec’15 – Sept’16)

*Job Description:* Conceptualising, ideating and scripting content for company clients for long format content and social media content.

Hungama Digital Media Pvt. Ltd., Mumbai

* Group. Manager; Content Writer (Aug’09 – Dec’15)

*Job Description:* Conceptualising, ideating and scripting content for mobile services and applications across various operators, brands and media partners. Writing copy for TVCs and scripting film promotions on SMS, WAP and Voice.

Edvance Learning Pvt. Ltd. Mumbai

* Marketing Manager (April’08 – July’09)

*Job Description:* Developing an online portal for students to better the college experience and showcase their talent on a wide platform. My job requires a good amount of marketing and creative writing skills to help develop this new concept.

Bennett Coleman & Corporation Limited (Times of India), Mumbai

* Creative Writer (April’07 – March’08)

*Job Description:* Creating TV and print ads for entertainment and digital market. Writing press releases and other relevant material for music and multimedia-based products.

mobile2win, Mumbai

* Creative Writer (May’06 – April’07)

*Job Description:* Creating SMS based marketing solutions for media partners. Writing copy for advertisements and proofreading.

Makers Multimedia, Mumbai

* Freelance Copywriter (Nov’03 – May ‘06)

*Job Description:* Understanding the need of the client and scripting television commercials as per the requirement. Providing with complete audio corresponding to every shot of visual, followed by proof checking of the advert.

IB&W, Mumbai (Sep ‘03 – Oct ‘03)

* Assistant Copywriter

*Job Description*: Scripting of press ads along with visual and body copy as per the client’s requirements and size of advert, followed by proof checking of the advert.

Think Creative, Mumbai

* Freelance Copywriter (Aug’03 – Sept’03)

*Job Description:* Understanding the need of the client and scripting brochures for companies as per the requirement. Providing with complete formatting of copy with related visuals, followed by proof checking..

Multiprint Advertising, Mumbai (Apr ‘03 – May ’03)

* Assistant Copywriter

*Job Description*: Scripting of press ads along with visual and body copy as per client’s requirements and size of advert, followed by proof checking of the advert.

Animation Shazzam, Mumbai (Mar ‘03 – Apr ‘03)

* Assistant in creative

*Job Description*: Compiling children’s animated storybooks with visual idea and script, followed by proof checking.

# Educational Qualification

Master’s Degree (‘04 – ‘06)

MA (English), SNDT University, Mumbai

Post Graduation (‘03 – ‘04)

Diploma in Public Relations and Copy Writing

KCCMS, Mumbai

Graduation (‘00 – ‘03)

BA (English), Sophia College, Mumbai University

HSC (‘00)

Sophia College, Mumbai, Maharashtra

## Extracurricular Activities

* Editor of the magazine of K.C College of Management Studies.
* Elected Executive Member of College Union Committee for 2 consecutive years.
* Secretary of College Elocution and Debate Club for the year 2002-2003.
* Secretary of College English Literary Society for the year 2001-2002.
* Awarded the Sophia College Silver Jubilee Scholarship for brilliant academic performance with equal involvement in extra-curricular activities.
* Awarded innumerous prizes in Debate and Elocution competitions.
* Awarded several prizes in Intercollegiate Festivals for Dramatics, Music and communication games.

### Computer Proficiency

Completed a course in Ms Office and basic computer aaplication from NIIT.