



CHERYL KAR



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Mumbai, India



06/06/1997



<https://caffeinatedstorieshatmatter.wordpress.com/>

SKILLS

WRITING

PAINTING

PRESENTATION

COMMUNICATION

PLANNING

PHOTOGRAPHY & VIDEOGRAPHY

TEAMWORK

PUBLIC SPEAKING

EMOTIONAL INTELLIGENCE

DECISION MAKING

LANGUAGES

ENGLISH



HINDI



BENGALI



ASSAMESE



PROFILE

Professional Content Writer and Published Writer with experience in writing for digital and print media, screenwriting, copywriting, storyboarding, scriptwriting, writing for B2B and B2C communication, blogging, designing social media campaign, video making, video editing and creative ideation.



WORK EXPERIENCE

Copy Editor at Ampersand Group (Vibgyor High)

Editing copy and content, proofreading language and grammar of all copy and content that is created, analyzing videos and putting forth valuable suggestion to develop better error-free creative content/copy/videos.

(November 2019-present)

Content Writer at Insomniacs

| Writing corporate and product audio-visual scripts, copywriting for real estate developers, digital content for clients, blog writing for RealtyNXT, storyboarding, researching, writing brochure content for RealtyX and writing for email marketing |

(May 2019-October 2019)

Copywriting Intern at Tonic Worldwide Media Pvt. Ltd.

| Researching, copywriting, storyboarding, video production and script writing for clients | (January 2019-March 2019)

Freelance Content Writer

| Content and Copy writing on fashion, lifestyle, media, real estate, academic, immigration, digital marketing, food and beverage. Also, writer for children's magazine | (2017-present)

EDUCATIONAL QUALIFICATION

- **Master of Arts in Public Administration** under Indira Gandhi National Open University (IGNOU) (2019-21)
- **Bachelor's in Film, Television and New Media Production** from Deviprasad Goenka Management College of Media Studies under **University Of Mumbai** (2016 -19)
|Secured the highest marks in the university with **CGPI 9.63** |
- **Passed Class XII** from Don Bosco School under **Central Board of Secondary Education (CBSE)**
|Secured **95.2%** in Humanities Stream |
- **Passed Class X with 9.8 CGPA** from Sarala Birla Gyan Jyoti School under **Central Board of Secondary Education (CBSE)**



ACHIEVEMENTS

- Published poetry book Throughout The Day
- Certificate of Achievement as Literary Captain from StoryMirror
- Received Scholarship for Excellence in Merit
- Trophy for being the Topper in Bachelor of Arts in Film, Television and New Media Production, University of Mumbai
- Certificate of Excellence for securing First Rank in Second Year in Bachelor of Arts in Film, Television and New Media Production
- Certificate of Excellence for securing First Rank in First Year in Bachelor of Arts in Film, Television and New Media Production
- Certificate for securing Second Position for PowerPoint Presentation in Financial Management at Taarangan 2016 organised by Thakur College of Science and Commerce, Mumbai
- Certificate of Merit for Outstanding academic performance and for being among the top successful candidates in Political Science from Central Board of Secondary Education
- Certificate for Outstanding performance in Creative Writing and Creative Art from Gandhi Peace Centre Australia
- Certificate for Creditable Performance in Assessment of Scholastic Skills through Educational Testing (ASSET)
- Certificate for securing Second position for playing drums in SchoolWiz, the Inter-School talent hunt organized by News Live and Rang

HOBBIES AND SKILLS

PLAYING DRUMS

OIL ON CANVAS

READING

DANCING KATHAK

WRITING

PHOTOGRAPHY

Adobe Premiere Pro CC /
Movie Maker / DaVinci

MS Office Word /
PowerPoint / Excel

Blogging on WordPress,
SEO Content