

SURABHI JHA

New Delhi — surabhijha2008@gmail.com — 6377450665

About Me

Writer and storyteller with 4+ years of experience across digital content, journalism, content marketing, broadcasting, and film. Skilled in turning research, ideas, and conversations into clear, engaging content—from articles and brand copy to social media scripts, long-form videos, and audiovisual narratives. I bring a strong editorial eye, curiosity, and an understanding of how stories work across audiences and platforms.

Education

Don Bosco International Media Academy (DBIMA), Paris Post Graduation Diploma in Cinema & Audio Visual	2025 – 2026
Xavier Institute of Communications, Mumbai Post Graduation Diploma in Journalism and Mass Communication	2023 – 2024
Banasthali Vidyapith Bachelor of Arts in Journalism and Mass Communication	2020 – 2023

Experience

Real Estate Marketing Startup & SellerScale (D2C Growth Marketing) <i>Creative Strategist</i>	July 2026 – Present
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- Lead content strategy and creative execution across Instagram, YouTube, and digital marketing campaigns.
- Write scripts for Reels, Shorts, long-form YouTube videos, blogs, and carousel posts.
- Design static ad creatives and develop content focused on engagement, brand awareness, and lead generation.
- Plan and direct content shoots while collaborating with founders and designers to deliver high-performing campaigns.

Don Bosco International Media Academy (DBIMA), Paris <i>Production Manager</i>	Apr 2026 – May 2026
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- Managed end-to-end production operations for a psychological drama short film from pre-production to final shoot.
- Coordinated with directors, cinematographers, cast, and crew to ensure smooth production workflows and schedules.
- Assisted in casting, talent coordination, and production planning.
- Oversaw production logistics including scheduling, transportation, catering, equipment, and on-set resource management.
- Supported production design through prop sourcing, set preparation, and visual planning.
- Maintained production reports and facilitated communication between creative and technical teams to ensure timely project delivery.

BML Munjal University (HERO Group), Delhi <i>Executive – Content Marketing</i>	Oct 2025 – Mar 2026
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- Created and curated content for emailers, brochures, flyers, and marketing collateral.
- Edited newsletter articles ensuring clarity, consistency, and accuracy.
- Conducted website content audits maintaining brand alignment.

MachineMaker – Voice of Manufacturing, Pune <i>Executive – Print & Online</i>	Jun 2025 – Jul 2025
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- Researched, wrote, and edited feature articles for print and digital platforms.
- Managed website news updates ensuring accuracy and timeliness.
- Proofread interviews and daily news while maintaining editorial quality.
- Contributed story ideas, cover lines, and visual concepts.

Xavier Institute of Communications, Mumbai
Content Writer

July 2023 – April 2024

- Produced bylines, feature articles, and news coverage.
- Conducted editorial meetings and training sessions.
- Contributed to annual magazine *Youth Unbound*.
- Conducted research to strengthen editorial depth.

Xavier Institute of Communications, Mumbai
Interviewer

Jun 2023 – Mar 2024

- Interviewed renowned personalities including Mike Hankey, Amit Trivedi, and Nakul Mehta.
- Highlighted challenges and strengths of individuals navigating career decisions.

Don Bosco International Media Academy (DBIMA), Paris
Documentary Project – Scriptwriter & Actor

Aug 2023 – Sept 2023

- Scripted and acted in a documentary focusing on neurodivergence.
- Collaborated with editors to refine documentary cuts.

90.4 FM Apno Radio Banasthali
Radio Jockey

Aug 2021 – Mar 2023

- Produced, scripted, and hosted radio shows and podcasts.
- Worked on campaigns with UNICEF and CRA promoting awareness and youth empowerment.
- Managed live audience engagement and broadcasting.

First Print English Digital Newspaper, Indore
Intern

May 2021 – Jul 2021

- Wrote news coverage and editorial content.
- Developed skills in SEO, digital journalism, and online publishing workflows.

Skills

Journalism:

Digital Journalism, Feature Writing, Reporting, News Analysis, Interviewing, Press Release Writing

Film & Audio-Visual:

Scriptwriting, Documentary Production, Visual Storytelling, Film Analysis, Audio-Visual Communication, Story Development, Basic Film Editing

Broadcasting:

Radio Show Production, Podcast Hosting, Voice-over, On-camera Communication

Content Creation:

Copywriting, Content Strategy, Editing, SEO, Editorial Writing

Technical:

Audacity, WordPress, Microsoft Office Suite, Content Management Systems (CMS)

Voice Work:

Voice Acting, Voice-over for Documentaries & Advertisements, Audio Narration

Soft Skills:

Communication, Research, Team Collaboration, Creative Thinking, Time Management, Adaptability

Interests

- District-level Basketball
- Rajasthani Folk Dance
- Singing and Musical Performance