

## SHREYASHI BOHRE

UK | +44 7554 739837 | [bohreshreyashi03@gmail.com](mailto:bohreshreyashi03@gmail.com)

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### PROFILE

Creative Writing postgraduate with expertise in digital media, content creation, and live event coordination. Demonstrated strengths in storytelling, campaign development, and editorial production across academic and commercial contexts. Skilled in team management, multimedia content curation, and delivering impact-driven messaging. Experienced in building audience engagement through both digital platforms and live performance.

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### EDUCATION

#### University of Birmingham, UK

*Master of Arts in Creative Writing*

2024 – 2025

- Curated and marketed the DIY Art Fest, focused on showcasing student-created art
- Served on the editorial board of the accompanying anthology launched during the event
- Working as a part of the student communication team.

#### K.C. College, Mumbai, India

*Bachelor of Arts in Mass Media*

2020 – 2023

- Head of Events for Blitzkrieg 2023, the college's annual intercultural fest
  - Cultural leader representing the college at citywide festivals
  - Graduated with Merit GPA of 9.22/10.00
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### PROFESSIONAL EXPERIENCE

#### Student Content Shaper

*University of Birmingham, UK*

June 2025 – September 2025

- Freelance content creator for student communications, enhancing student experience through blogs, vlogs, and social media.
- Shot, edited, and wrote copy for *Unified In Pride* vlog in collaboration with Birmingham Pride, promoting inclusivity and student voices.
- Developing student-focused blogs for the university website, covering academic life, wellbeing, and campus culture.
- Collaborated with the comms team to align content with university branding and diversity goals.
- Used tools like Adobe Premiere Pro, Canva, and CMS platforms to produce engaging multimedia content. Researched, conducted interviews and analyzed data for content ideas and briefs

#### Content Intern

*ShareChat & Moj, India*

Aug 2023 – Oct 2023

- Created case studies on brand campaigns for major clients, including Pepsi, Honda, Flipkart, and Amazon in regional languages.
- Wrote marketing copy for infographics, blog posts, and post-event reviews
- Collaborated with designers to develop digital mailers and visual
- Supported data entry, lead generation, and basic video editing

#### Scriptwriter

*High on Tales Media Labs, India*

Jan 2022 – Jun 2022

- Spearheaded a team of interns to script four digital ad campaigns for Opul Services
- Developed innovative interactive ad concepts and pitches for a web series based on cybercrime
- Helped contribute to a 30% client growth through impactful storytelling and campaign content
- Researched and aligned content with ongoing market and audience trends

## **VOLUNTEER & EVENT EXPERIENCE**

### **Public Outreach Editor**

*Soulrice magazine, UK*

*June 2024 -*

- Founding Public Outreach Editor for *Soulrice Magazine*, a student-led publication aimed at deinstitutionalising poetry and making poetic techniques accessible to all.
- Building and managing the magazine's social media presence, creating content strategies, visuals, and campaigns to engage a diverse audience.
- Combining my poetry knowledge and digital media experience to market the magazine through educational, inclusive, and visually engaging content.

### **Volunteer**

*Verve Poetry Festival, UK*

*Feb 2024*

- Assisted in coordinating logistics and artist support at poetry events
- Helped manage attendee engagement and community outreach
- Supported social media promotion and in-venue operations

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## **CERTIFICATIONS**

- **Meta Social Media Marketing Certification** – Meta (Facebook) for Career Programs

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## **PUBLICATIONS**

- *Do You See Me As I Am* – University of Birmingham Anthology (UK)
- *Alfaaz: The Pearl of Words* – India
- *Desi Feminists* – India

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## **SKILLS**

Creative Writing & Copywriting | Digital Marketing & Campaign Management | Social Media Strategy  
Scriptwriting & Editorial Production | Public Speaking & Hosting | Event Planning & Team Coordination  
Research & Cultural Journalism | Adobe Creative Suite (beginner), MS Office, Canva

**Languages** – English (fluent), Hindi (fluent)

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References available upon request.