

# **SHRADHHA SHIRODKAR**

1204, Lily, Mantri Park, Film City Road, Goregaon (East), Mumbai - 400065

**Phone:** 98205 97041 **Email-id:** [shradhha.manvi@gmail.com](mailto:shradhha.manvi@gmail.com)

## **Summary**

10+ years experience as a Content Writer, Features Writer, Copyeditor and Instructional Designer, having worked for a national daily newspaper; children's magazine; health, fitness and lifestyle magazine; in-flight magazine; travel and lifestyle website and e-learning companies

## **Career Objective**

*To work in a stimulating environment that inspires me to contribute my knowledge and skills towards the organizational goal. At the same time, it should provide me with an opportunity for professional development and personal growth.*

## **Work Experience**

April, 2013 – Present

**Profile:** Senior Writer, dna Newspaper, Mumbai, India

### **Responsibilities:**

- Writing features for properties such as the Sunday edition, After Hours supplement, WestCoast Stories supplement and DownTown supplement
- Conducting reviews of books, restaurants, spas, etc. to publish in the newspaper
- Copyediting stories for the hyperlocal editions: dna WestCoast Stories and dna DownTown
- Mentoring junior writers
- Supervising the weekly closing of the two editions: WestCoast Stories supplement and DownTown supplement
- Brainstorming ideas for carrying special features in the newspaper and creating concept notes based on them
- Creating dummies/prototypes based on an approved idea, in close alignment with the design team, and seeing it through to completion
- Anchoring special feature pages in the newspaper—commissioning articles to freelance writers, copyediting submitted articles, discussing visual treatment of the pages and providing guidance to designers on layout and ‘tone’ of the page

Feb, 2013 – Present (simultaneous with dna)

**Profile:** Freelance Writer/Copyeditor

### **Responsibilities:**

- Writing personality quizzes for Krunch Today, a mainstream monthly health, nutrition

- and lifestyle magazine
- Previous ad hoc copyediting assignments include: Copyediting for tabloids such as Good News Tab, copyediting a manuscript on new-age leadership for Jaico Publishing House, copyediting assignments for Cactus Communications

**April, 2012 – April, 2013**

**Profile:** Lead Instructional Writer, TATA Interactive Systems, Mumbai, India

**Projects worked on:**

- Serious games for companies across the world

**Responsibilities:**

- Creating storyboards for the games, including researching content and interviewing SMEs
- Brainstorming with production team to come up with the best possible learning solution and to make the games more enriching
- Reviewing developed games to ensure they meet the learning outcome and are defect-free

**May, 2010 – March, 2012**

**Profile:** Instructional Designer, LRN Technology and Content Solutions (India) Pvt. Ltd, Mumbai, India

**Projects worked on:**

- E-learning courses that deal with the subject of environmental responsibility, social responsibility, supplier code of conduct, and custom code of conduct for all employees

**Responsibilities:**

- Creating course outline documents and storyboards for WBT courses
- Developing instructional strategies based on audience analysis and learning goals
- Brainstorming with production team to ensure effective visualization of the envisioned course
- Reviewing developed courses to ensure learning goals are met
- Creating facilitator guides for offline versions of WBT courses

**Feb, 2010 – May, 2010**

**Profile:** Freelance Content Writer

**Responsibilities:**

- Writing SEO-rich articles based on a variety of topics like travel, gaming, etc for Uniworld Systems And Informatics
- Writing content for a new series of books published by Walt Disney Company (India)
- Writing content for a new series of books based on environment conservation published by Sundaram Books

- Writing features on topics such as travel, lifestyle and relationships for Femina magazine's website ([femina.in](http://femina.in))
- Writing travel-based features for an in-flight magazine

**Aug, 2008 – Feb 2010**

**Profile:** Features Writer for Disney Adventures children's magazine, Infimedia 18 Ltd., Mumbai, India

**Responsibilities:**

- Writing creative articles for the monthly magazine
- Proofing and sub-editing articles
- Interviewing celebrities
- Interacting with kids aged 7-15 years
- Conducting 'creative thinking' workshops for kids at schools and bookstores
- Reviewing movies and books for the magazine

**Mar, 2007 – June, 2008**

**Profile:** Content Developer, NIIT Ltd., Mumbai, India

**Responsibilities:**

- Writing storyboards, including scripting dialogues
- Coordinating with cross-functional teams to facilitate smooth development of these courses
- Conducting quality assurance

**Achievements:**

- Received a customer satisfaction rating of 5 out of 5 for three courses that I worked on
- Received certificates for significant contribution towards customer delight
- Received an award for Star of the Month

**Oct, 2005 – Feb, 2007**

**Profile:** Instructional Writer, Praxis Interactive Technologies Pvt. Ltd., Mumbai, India

**Responsibilities:**

- Writing content suitable for children aged 4 years to 10 years (K-12 courses)
- Writing teacher support materials such as offline class activities for children aged 4 years to 10 years
- Coordinating with cross-functional teams to facilitate smooth development of these courses
- Peer-reviewing storyboards
- Mentoring new recruits

Dec, 2004 – Sept, 2005

**Profile:** Associate in Processing, CRISIL Ltd., Mumbai, India

### **Strengths**

- Excellent written and oral communication skills
- Attention to detail
- Thorough with research
- Ability to work independently and in a team environment
- Inquisitiveness, openness to feedback and quick learning

### **Education**

- March, 2003 – Bachelors in Commerce from Mumbai University, India
- March, 1998 – High school (10+2) from Fatimadevi English High School, Malad (E), Mumbai, India
- October, 2010 – Obtained a certificate in Creative Writing from Xavier's Institute of Communications, Mumbai

### **Interests**

- I love to paint and dabble in digital art using Adobe Photoshop
- I'm also a skincare/makeup enthusiast. I blog at <http://skinsleuth.blogspot.in/>

### **Languages Known**

English, Hindi and Marathi

### **References**

Amrita Ganguly-Salian  
Head, Corp Comm, TATA Steel  
[amritasalian@gmail.com](mailto:amritasalian@gmail.com)

Amy Fernandes  
Group Editor, Women. Luxury. Travel, Zee Media Corp  
[amy.fernandes@gmail.com](mailto:amy.fernandes@gmail.com)