

# ISHA KHATU

**Content Writer/  
News and Feature Writer**

I aim at excelling in the task at hand by learning, updating and executing. I offer above par grasp over my communication, an open mind to criticism and patience in my work. I firmly believe in a simple phrase, "Set standards; go beyond."

## CONTACT DETAILS:

📞 9833649949

✉️ ishakhatsu@gmail.com

- 🌐 • Republic World articles:  
<https://www.republicworld.com/auth/isha-khatu>
- ZEE5 articles  
<https://www.zee5.com/zee5news/author/ishakhatsu>
- <https://ishii98.wordpress.com>

## SOFTWARE SKILLS

- Adobe Photoshop: Beginner
- Adobe Premier pro: Intermediate
- Quark Xpress: Intermediate
- MS-Powerpoint: Advanced
- Google analytics: Advanced
- Google adwords: Intermediate
- Datastudio: Beginner

## EMPLOYMENT HISTORY:

### PERFORMICS INDIA (PUBLICIS MEDIA)

September 2020 - present

- CONTENT WRITER (News and Feature articles for ZEE5 and Republic World) September 2020- August 2021
- SEO ANALYST-PERFORMANCE CONTENT (L'Oreal brands)
- SR. CONTENT WRITER (L'Oreal Brands) Present

### FABFORM MEDIAWORKS

October 2019 - January 2020

- CONTENT WRITER/ CREATIVE EXECUTIVE

### THE GRAPEVINE CO

July 2017- May 2018

- INTERNEED AS A CINEMATOGRAPHER AND CONTENT WRITER

### NEW HORIZONS CHILD DEVELOPMENT CENTER

April 2017- June 2017

- CINEMATOGRAPHER AND EDITOR

## ACADEMIC BACKGROUND:

- MASTERS IN ARTS OF COMMUNICATION AND JOURNALISM  
K.C COLLEGE, CHURCHGATE  
YEAR OF GRADUATION: 2021
- BACHELORS IN MASS MEDIA 2018-2019  
M.L.DAHANUKAR COLLEGE : 7.55 CGPA

## INDEPENDENT WORK:

- WORKED AS AN ASSISTANT DIRECTOR FOR SHORT FILMS, AD FILMS AND MUSIC VIDEOS ON COLLEGE LEVEL.
- WRITTEN FOOD BLOGS AND BLOGS RELATED TO SOCIAL ISSUES ON WORDPRESS

## ACHIEVEMENTS:

- GENERAL LEADERSHIP AWARD- H.R. COLLEGE-2016
- OUTSTANDING CONTRIBUTION AWARD- H.R COLLEGE-2015
- 1ST RUNNER UP MISS H.R.-2015