



PROFILE

I am a NYC-based writer, photographer and multimedia producer. I am trained as a cultural journalist with expertise in literature and visual studies.

My works have appeared in Time Out New York, The Post and Courier, Syracuse New Times, The Toy Insider and Elite Daily, amongst others.

For a complete portfolio of my published articles, visit my website:

<http://varuni-sinha.squarespace.com>

CONTACT

413.351.5047

varuni86@gmail.com

www.linkedin.com/in/varuni-sinha

REFERENCES

Chrison Studios, Los Angeles

Chris Hung

Lighting Lead, Sony Pictures Imageworks

Oscar Winning Visual Artist

Filmography: *Marvel's Spider Man,*

Hotel Transylvania, The Smurfs,

Avengers: Age of Ultron

chrisonstudios@gmail.com

(310) 430-2238

Time Out New York

Jillian Anthony

Former Editor, *Things To Do*, TONY

Currently Deputy Editorial Director,

North America at Culture Trip

anthony.jillian@gmail.com

S.I. Newhouse School of Public Communications

Eric Grode

Director, Goldring Arts Journalism

Theatre critic and reporter

The New York Times

ejgrode@syr.edu

VARUNI SINHA

Digital Arts Journalist & Multimedia Producer

Experience

1. Project Manager & Writer, TheDRIVER

2020 - Present: Launched Kickstarter campaign for a racing-inspired comic book "TheDRIVER." Wrote screenplays, articles, and promo material for Chris Hung, the creator of TheDRIVER.

2. Entertainment Reporter (2017- 2020)

- **Evo News (2017-2018):** Wrote feature stories on entertainment, health, technology, and travel.

- **Entry Revel (2017-2018):** Offered bite-sized career advice to millennials via entertaining yet actionable pieces.

3. Assistant Editor, Adventure Publishing

- **Aug '15-Aug '16:** Wrote feature stories for [The Toy Insider](#)—on the latest trends in the toy industry. Tested new product lines and reviewed tech-toys, films and educational apps for kids.

- Responsible for the 'Total Licensing Report,' a weekly newsletter on the latest developments in the toy licensing industry.

- Interviewed expert manufacturers and retailers in the toy industry. Edited their contributions to our trade magazines—[The Toy Book](#) and [The Licensing Book](#).

4. Interactive Intern, Solomon R. Guggenheim

- **Fall '15:** Created interactive digital content for the museum's exhibition [website](#). Researched and developed [Alberto Burri's wikipedia entry](#).

5. Festival Reporter, The Post and Courier

- **Summer '15:** Wrote think pieces, artist profiles and advancers for Spoleto Festival USA 2015. Interviewed world-renowned artists and reviewed their performances.

6. Time Out New York, Editorial Intern

- **Spring '15:** Wrote feature stories for the 'Things To Do' section. Created a roster of trending events in New York City. Fact-checked articles and wrote listings in a fun, quirky format.

7. Guest Lecturer, University of Delhi

- **Spring '13:** Taught undergraduate courses in English literature, including 'Race and Politics through Literature,' and technical writing.

8. Copywriter, Dentsu Communications

- **2007-2009:** Built and pitched 360-degree campaigns for brands such as Yamaha, Yakult, Alstom, Panasonic and Incredible India. Created social awareness campaigns for the government of India and NGO accounts.

9. Life Skills Coach, Bowery Mission, Harlem

- **2016-2018:** Taught life skills through art and creative writing at Mont Lawn City Camp. Trained kids from low income-households in Harlem. Conducted morale-building workshops.

Skills

Editing & News Writing

AP Style, proof-reading, editing, feature writing, multimedia reporting, covering breaking news, research and fact-checking.

Copywriting, Advertising

Crafting brand names, taglines, headlines and bodycopy. Building 360-degree campaigns.

Photography

DSLR (Nikon D7200), Lightroom.

Graphic Design

Proficient in InDesign, Photoshop, Illustrator.

Video Production

Proficient in Premiere Pro, Final Cut Pro, iMovie.

Web Design

Basic skills in HTML, CMS, CSS and Javascript.

Social Media Strategy

Facebook, Instagram, Twitter, and YouTube.

Blogging

Blogger, Tumblr, Wordpress

Hackathons, Tech Garden, Syracuse, 2014

2nd place, Hack for Hunger and Homelessness.

Teamed with software engineers to develop apps to fight homelessness.

Education

1. School of Visual Arts, Sept '16 to 2017

Editorial Design: Conceptualize and design a magazine complete with its cover page, section openers and spreads.

Basic Design: Work on hands-on projects in typography, branding, and web design.

2. Diploma in Digital Filmmaking, NYUSPS:

Learnt to script, direct, shoot, and edit short films.

3. Master's in Arts Journalism, May 2015

S.I. Newhouse School of Public

Communications, Syracuse University

Journalism with an emphasis on visual arts, cinema, and pop culture using digital reporting.

4. Master of Philosophy, Aug '2013 English Literature

Jawaharlal Nehru University, New Delhi, India.

Wrote a dissertation on the 'History of Indian Comic Superheroes.'

5. Master of Arts, English Literature, 2010 Bachelor of Arts, English Literature, 2006

University of Delhi, Delhi, India.

6. Post-graduate Diploma in Advertising & Public Relations, April 2007

Indian Institute of Mass Communications, New Delhi, India.