

RHEA ARORA

... creative producer + journalist

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Washington College,
Bachelor of Arts in
English & Political Science

Freelance Creative Producer + Journalist (print & video)	<ul style="list-style-type: none">• Leading end-to-end production (including creative direction, research & reporting, shoot, script writing, post production, and social media adaptations)• Pitching & reporting original features and culture stories for print• Commercial work includes ad scripts, website copy, brand & founder stories, and IP development• Work in: Vogue, VICE World News, The Dirty Magazine, Vitamin Stree, Mint Lounge, News18	2024
VICE Creative Producer	<ul style="list-style-type: none">• Led end-to-end production for all vertical video content in India, including social media captions, adaptations, thumbnails, and headlines• Produced documentaries (~ 25 minutes) across the Asia region, including for renowned IPs like VICE Munchies• Covered cultural events (Comic Con, Under25 Summit etc) on-ground, developed IPs and editorial strategy and campaigns	2023
Scroll + Deutsche Welle (DW) Creative Producer & Scriptwriter	<ul style="list-style-type: none">• Produced ~ 15 minute episodes of 'Eco India,' a weekly documentary TV show on climate change as well as episodes of 'HER - Women in Asia,' a TV show on gender issues in the region• Managed all social media content including scheduling, headlines, descriptions, captions, thumbnails, and SEO	2021
The Times of India Nation desk editor	<ul style="list-style-type: none">• Edited national news stories, including breaking news• Designed and produced pages of the newspaper's Nation section• Responsible for all headlines, straps, images, captions, and content and copy edits on assigned pages	2020
Qrius (formerly The Indian Economist) Writer	<ul style="list-style-type: none">• Wrote and researched daily news and culture explainers• Wrote press releases, ad copy and other content for the agency arm for brands like ICICI, World Gold Council, Exide Life, Confederation of Indian Industry• Responsible for headlines, straps, images, captions, and SEO for assigned pieces	2019
Homegrown Features reporter	<ul style="list-style-type: none">• Reported culture and features stories (including mental health, sex & sexuality, food, lifestyle etc)• Creatively produced editorial and video campaigns (mental health month, United Nations' Young Changemakers Conclave)• Managed Homegrown's Twitter account• Wrote copy for agency arm for brands like Adidas, Bacardi, DC Shoes, Etsy	2018
The Hindu Reporter (intern)	<ul style="list-style-type: none">• Reported from the field (Delhi city) and broke stories on pollution, water storage, farmers' struggles, women's safety and more• Published on the front page and earned 10 bylines in one month	2018
NDTV Live TV reporter (intern)	<ul style="list-style-type: none">• Reported from the field (Delhi city) and broke stories on pollution, water storage, farmers' struggles, women's safety and more• Published on the front page and earned 10 bylines in one month	2018