

RHEA ARORA

... creative producer + journalist

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Washington College,
Bachelor of Arts in
English & Political Science

Freelance

Creative Producer + Journalist
(print & video)

- 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

- 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

- 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

- 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

- 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

- 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)

- 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)

- 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