

# SLOKA CHATTERJEE

Copywriter | Producer | Brand Storyteller

## CONTACT

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## SKILLS

Copywriting | Brand Storytelling |  
Production Leadership | Content Strategy |  
Client & Stakeholder Management |  
Cross-functional Collaboration |  
Creative Direction | Deadline Discipline

## EDUCATION

### B.A. (Hons) Political Science

University of Calcutta (Loreto College),  
2021

- Pass Courses: Film Studies, Journalism

### Certification: Behavioural Economics

42courses with Rory Sutherland

## PROJECTS

### The Propergenda

Founder & Editor-in-Chief • 2020

- Created a digital platform blending politics, pop culture, and current affairs.
- Produces original multimedia content to engage audiences and experiment with new formats.

## SUMMARY

Storyteller and producer with 3+ years' experience in copywriting, content strategy, and production. Proven ability to deliver high-quality campaigns for global clients including Gates Foundation, MG Motors, Ola, Jeep, and more. Recognised for clarity in storytelling, client trust, deadline discipline, and cross-functional collaboration.

## EXPERIENCE

### Lead Scriptwriter - Branded Content

The Better India • Sept 2022 – Present

- Promoted twice in 3 years (Scriptwriter → Senior Executive → Lead Scriptwriter).
- Lead writer for major campaigns including:
  - Gates Foundation 25 Years Film — Concept + script development; 3-month collaboration with client teams; one of TBI's largest productions.
  - MG Changemakers Season 5 — Sole writer for six episodes + campaign collateral.
  - Marico Innovation Foundation Awards — Developed films and scripted seven TED-style winner speeches.
- Acted as on-ground producer for shoots, overseeing crew, client, and protagonists; condensed a two-day shoot into one, saving costs and ensuring timely delivery.

### Staff Writer

Either/View • Oct 2021 – Aug 2022

- Produced SEO-driven digital articles and internal newsletters.
- Collaborated with leadership to shape content strategy and engagement.

### General Intern

Art Fervour • May 2019 – Sept 2019

- Supported social media, live events, and editorial research in the fine arts space.