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Thane, MH 400601



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EDUCATION

Post-Graduate Diploma,
Advertising & Public Relations
**MIT-International School of
Broadcasting and
Journalism**, Pune
January 2015

Bachelor of Science
**Govindram Seksaria College
of Science**, Belgaum
January 2013

LANGUAGES

English
Hindi
Marathi
Kannada
Konkani

KALYANI ANKIT CHITNIS

PROFESSIONAL SUMMARY

With 6+ years of experience in content writing and storytelling, I craft compelling narratives that engage audiences and strengthen brand identities. Specializing in profile writing, thought leadership content, and AI-enhanced storytelling, I bring creativity and strategy together to deliver impactful communication. As an aspiring author, I continuously explore new storytelling techniques to create meaningful connections through words.

ACCOMPLISHMENTS

- Received numerous commendations from supervisors for team building, mentoring and leadership skills.
- Coached new hires and assured to keep up with 100% score records.

SKILLS

- Storytelling and creative writing
- Profile writing and narrative development
- SEO Writing & Content Optimization
- Editing, proofreading, and content structuring
- PR & Media Communications
- Creative writing
- Short stories
- AI-enhanced content writing and editing
- Thought leadership articles and blog writing
- Content Strategy & Brand Storytelling
- Writing for different audiences and tones
- Grammar usage
- Press releases
- Strong research skills

WORK HISTORY

July 2018 - Current

People Interactive Group (Shaadi.com) - Profile Writer - Team Coach

- - Crafted high-impact personal profiles for premium clients, leading to increased matchmaking success.
- - Led a team of writers in refining user narratives, ensuring authenticity and uniqueness.
- - Leveraged AI-powered tools to enhance storytelling, optimizing engagement and readability.
- - Developed creative storytelling strategies that aligned with brand values,

improving customer satisfaction and conversions.

February 2016 - June 2017

MSLGROUP (Clients: Volkswagen, Honda) - Management Associate - PR & Brand Communications

- - Managed media profiling and brand communications for leading automotive clients.
- - Crafted engaging press releases and PR campaigns that received extensive media coverage.
- - Collaborated with journalists and media houses to ensure brand stories gained visibility.
- - Assisted in creative brand storytelling for product launches and media events.

October 2015 - January 2016

Ernst & Young (Advisory Department) - Brand Marketing & Communications Intern

- - Assisted in brand communication strategies for corporate clients.
- - Developed engaging content for internal and external media platforms.
- - Supported senior teams in executing innovative marketing campaigns.

August 2015 - October 2015

id8 Media Solutions (Clients: Impresario Group, Alila Diwa Goa) - PR & Communications Associate

- - Created PR campaigns for luxury hospitality brands, elevating their media presence.
- - Managed brand profiling and storytelling for high-end clientele.
- - Curated engaging narratives that resonated with media and target audiences.

CERTIFICATIONS & TRAINING

- Professional Business Development & AI Program – Specialized in AI-driven content strategy, prompt crafting, and digital storytelling.
- Creative Writing – Xavier Institute of Communication
- Public Speaking – Xavier Institute of Communication
- Diet & Nutrition Certification

PERSONAL INTERESTS

An avid reader and passionate writer with a deep interest in spirituality and mindful living. I enjoy experimenting with vegetarian cooking, listening to diverse genres of music, and maintaining an active lifestyle through regular workouts.