

**Darshana Chimanlal. Doshi.**  
Mumbai.  
**darshana\_doshi@ymail.com**  
Tel: 9004580001  
**www.darshanadoshi.com**

❖ **Career objectives:** Obtain projects where I can utilize the diverse experience I have gained by authoring books, creating scripts and writing research based papers/features.

❖ **Skill Base:**

- Honest and objective approach
- quick grasping of the subject from all perspectives
- listening skills to derive deep insights
- knack to simplify complex interrelated issues
- presentation in right form and words to suit the target audience
- crispness and simplicity in language
- Wide world view stemming from travel , life- experiences and reading.
- Languages [written and spoken] : English, Hindi, Gujarati

❖ **Professional Experience:**

- **Free-lance journalist** Times of India/Midday,Rediff.com/Indiantelevision.com-1995 till present

**Responsibilities-** Source out News-stories having interesting and unique Perspective.

**Achievements:** Consistent contribution of unique stories in all beats namely fashion, trends, life-style, crime, culture, travel and human-interest.

- **Full time Editor:** Pathfinders[News]/Film city/Definitely Insane [humour]  
: 2000-2006

**Responsibilities**

- In-charge of overall content and quality of magazine/weekly
- Determine a theme for each issue and coordinate the production flow with lay out artists and reporters.
- Determining the overall tone with other editors
- Assigning stories to writers and determining which of these stories will run in each edition.
- Review submitted stories
- Editing copy and do proof reading in the absence of proof readers and copy editors

**Achievements:** Strict commitment to turn around time and handling of variety of subjects with proven inter personal skills to motivate writers. Perfecting editing skills to keep the essence of writer's work intact.

- **Freelance Content/copy writer-** Taco visions Pvt Ltd, Paramount studio  
2006 to 2008

**Responsibilities:**

- Hold client meetings to understand their perspective
- Research and develop compelling content/copy suiting different client Needs/preferences.

**Achievements:**

Timely delivery and world class creation to client's satisfaction

- **Early career days as School Teacher:** Taught in Primary School at four different Mumbai Schools namely Utpal Shanghvi High School, Bhavan's High School, Bombay Cambridge High School and Hill Grange High School from 1985 to 1995

• **Education:**

- Bachelor of Commerce from Bombay University at Sydenham College with English as a special subject
- Bachelor of Education form Sister Nivedita College of Calcutta
- A diploma in Mass communication from Bombay University
- Currently doing correspondence course in creative writing from Manchester , London

❖ **Personal interests:**

- **Travelling-**.. I love taking off alone on the off beaten tracks and love the adventure travel. I have visited 27 countries and aspire to see atleast two new countries every year. I enjoy absorbing different cultures, cuisines and places of interest
- 
- **Spirituality:** Reading books on different philosophies and exploring the field of Mysticism, Spirituality and mediation is a passion.
- 
- **Gyming, singing, dancing, Suduko, meeting interesting people are my other interests.**
- 

❖ **Reference would be provided on request.**