

# SUKRITI CHORDIYA

Associate Creative Producer | Editor | Content Strategist

Portfolio: [sukritichordiya.com](https://sukritichordiya.com)

[sukritichordiya11@gmail.com](mailto:sukritichordiya11@gmail.com) • B.Des, Srishti Manipal Institute (2020–2024)

## ABOUT

---

Editor, creative producer, and content strategist with a strong background in children's publishing, visual storytelling, and cross-format content development. I bring a hands-on editorial approach to every project, from research and manuscript development to final production, and thrive in collaborative environments where design, writing, and audience insight intersect. I'm passionate about exploring and creating content that is accessible, purposeful, and connects with readers.

## WORK EXPERIENCE

---

### Sam and Mi - Creative Lead, Junior Editor

February 2025 – Present

- Researched, storyboarded, and led the production of 3 children's books in close collaboration with the author and illustrator, incorporating iterative testing and feedback sessions with children to refine content and narrative.
- Worked end-to-end with the editor and illustrator to develop final manuscripts and visual outputs aligned with market positioning and brand voice; 2 new titles currently in final production for upcoming release.
- Art directed, produced, and converted 2 books into YouTube mini-series (30 episodes each)- both now live, managing everything from concept adaptation, episode planning to teaching the illustrator animation techniques. Developed content strategy for a 3rd book as a cartoon mini-series before transitioning from the project.
- Conducted extensive editorial and market research for individual titles and the broader publishing pipeline.
- Led strategy-driven art direction and brand publishing, executing 30+ influencer collaborations and creative for 35+ national events across India.
- Drove 40% Instagram and 50% YouTube engagement growth, delivering an average 160% ROI per collaboration.

### Experimenta Film Festival - Brand Associate

June 2024 – December 2024

- Designed and executed brand-aligned festival collateral supporting audience outreach for an event with 2,000+ attendees.
- Supported programming, operations, hospitality, and technical testing for a cohesive festival experience.

### NIMHANS - Outreach Strategist

January 2024 – May 2024

- Conceptualised an outreach-driven film festival as a thesis proposal focused on Mental Health and Neurodivergence, the proposal directly inspired NIMHANS to independently execute a one-day public festival in October 2025.

### Damn Good Films - Assistant Director

April 2024

- Worked as second assistant director for Ather's launch shoot for a new scooter.

### Government of Delhi - Pre-Thesis Project

August 2023 – December 2023

- Collaborated on research, content strategy, and design of a visual arts textbook for Class 9 and 10 state board students.
- Developed curriculum-aligned visual language and layouts ensuring clarity, accessibility, and consistent educational branding.

### **Ladyfingers Co - Visual Storytelling Intern**

*June 2023*

- Led creative collateral for three brands, aligning visuals with brand identity and outreach goals.
- Delivered stop-motion films, comic publications, and social media creatives across brand categories.

### **Halden Bookworks - Creative Production Advisor**

*June 2023*

- Guided Artist-in-Residence Vasudhaa Narayanan through design and letterpress printing of a publication, advising on paper selection, layout, typography, and print processes.

### **Makoba - Graphic Designer (Part Time)**

*April 2020 – August 2022*

- Planned and executed integrated marketing campaigns and catalogues aligned with brand strategy.
- Designed banners, stall standees, and social media creatives for consistent visual communication across on-ground and digital platforms.

### **Connect2Teach - Design Intern**

*April 2019 – June 2019*

- Designed the organisation's first official survey, which was published and distributed across 8 geographies including the USA, Singapore, and the UK.
- Created graphical visuals for the blog and collaborated with the marketing team to produce social media content and online advertisements.

### **SKILLS & COMPETENCIES**

**Editorial & Publishing:** Manuscript development, research, storyboarding, content planning, editorial review, children's publishing, curriculum content design, print production

**Content & Strategy:** Content strategy, cross-format adaptation (print to digital/video), brand voice, outreach strategy

**Creative Production:** Art direction, end-to-end production management, animation direction, video series production, festival production

**Collaboration:** Cross-functional team management, author/illustrator/editor collaboration, stakeholder communication