

KHANAK BATRA

Creative Strategy | Data-Driven Storytelling
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 [Portfolio](#)

CREATIVE STRATEGY PROJECTS

Independent Content Strategy, Korsola AI (Self-Initiated Project)

May 2026

Researched 4,168 customer reviews across competitor platforms to map audience pain points and growth opportunities; independently built a go-to-market messaging and positioning strategy document.

Interactive Creative Strategy, Adidas Terrex (Self-Initiated Project)

Jun 2026

Built a two-concept growth strategy for a fictional Adidas Terrex brief, translating brand and KPI goals into interactive ad concepts, grounded in attention/engagement research and delivered as a stakeholder deck

EXPERIENCE

Intern, Dentsu Creative

Aug 2026 – Present

Developing social concepts and copy for DLF, informed by research across 9 malls and 10+ content ideas spanning 5 pillars.

Extern, Beats by Dre Creative Advertising Strategy

July – Aug 2026

Analysed 90+ ads and conducted consumer research across social platforms to identify creative trends and audience responses; developed a creative strategy framework and effectiveness rubric for video advertising.

Multimedia Production Intern, ITV

Jun – Jul 2025

Researched 20+ trending stories daily and audience interests to shape multimedia content for strategy-aligned output.

Output Department Intern, NewsX

Jun – Jul 2023

Wrote, edited, and packaged real-time news content for digital distribution under tight deadlines

Output Intern, India News

Mar – Apr 2023

Supported editorial production including scripted and editing from a business and strategy lens

CONTENT PRODUCTION AND CREATIVE WORK

Director & Editor | Thehra Hoon (Music Video), 2025

Grew a self-produced music video to 600K+ YouTube views and earned wide national press coverage from NewsX & Inkhabar.

Director & Editor | Kyun (Music Video), 2025

Independently managed post-production, exports, and platform-ready formatting for an audience-focused music video.

Director & Editor | Seeking Stability (Documentary), 2023

Led end-to-end strategy; earned 8+ international festival selections, winning Best Documentary Short & Best Sound Design.

Creator & Producer | Public WiFi Awareness PSA, 2026

Produced a PSA with UGC-CEC, combining AI-generated visuals with traditional editing to maximize reach.

Script & Content Producer | Akashvani Through the Years (AI Brand Reel), 2026

Scripted and structured an AI-assisted brand reel for All India Radio, delivering a platform-optimized final asset driving engagement.

EDUCATION

Indian Institute of Mass Communication (IIMC), Delhi — Master's in Media Business Studies (2024– 2026) | Sem I–III: **80.63%**

Dissertation: *Data-Driven Entertainment: Social Media Audience Analytics and Reality TV Content in India*

Analyzed how audience insights from social media inform content strategy and programming decisions in India's reality TV industry.

Film and Television Institute of India (FTII), Pune — Screenplay Writing (July–Sept 2025)

Indraprastha College for Women, Delhi University — B.A. (Hons) Multi Media & Mass Communication (2021–2024) | **81.35%**

Rank 3 – Delhi University Examinations | All India Rank 3 – DUET

AWARDS & RECOGNITION

Winner - Best Documentary Short & Best Sound Design

Asian Talent International Film Festival

Winner - Best Short Documentary

Director's Lens International Film Festival

Finalist - Women in Films

British University in Egypt International Film Festival

Official Selection - Debut Filmmaker

Women's Bioscope Global Rolling Film Festival in Asia

Official Selection - Short Documentary

Kuala Lumpur International Film Academy Awards

Media coverage for Thehra Hoon (600K+ views)

NewsX · Inkhabar

SKILLS

Creative Strategy: Campaign ideation, creative strategy, brand storytelling, visual storytelling, audience research, content strategy

Digital Platforms & Analytics: Digital strategy, social media analytics, competitor research (BigSpy, AdSpy)

AI & Emerging Tech: ChatGPT, Claude, Gemini, Runway ML, Midjourney

Design & Motion: Premiere Pro, After Effects, DaVinci Resolve, Illustrator, Photoshop, Canva

CERTIFICATIONS

Fundamentals of Digital Marketing (Google, May 2025) • Generative AI Mastermind (Outskill with Vaibhav Sisinty, Oct 2025) • AI for Everyday Brilliance (Jet Digital Training, Oct 2025)