SHIVANI VOBBILISETTY

Senior content Director/Creator

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Location: Hyderabad, Telangana

SUMMARY

.Dynamic and strategic Creative Manager with over 5 years of experience conceptualizing and executing high-impact digital content campaigns. Proven expertise in audience engagement, brand voice consistency, and end-to-end production management across multiple channels. Adept at translating data into creative strategy, fostering community growth, and leading cross-functional teams to deliver compelling, bilingual (English/Telugu) visual narratives.

WORK EXPERIENCE

Tamada Media | Senior Content Producer/Director | **Feb 2024 - Present**

Spearhead comprehensive content strategy and production for 4 distinct digital channels, ensuring distinct brand voices and consistent audience growth.
Manage end-to-end production cycles—from ideation and bilingual scriptwriting (English/Telugu) to directing cast/crew and final publishing.
Develop and execute social media distribution strategies, optimizing posting schedules to maximize reach and user engagement across platforms.
Act as on-screen talent for select campaigns while simultaneously managing behind-the-scenes production, demonstrating versatile project leadership.

The G Story |Senior Director/Product Stylist | **Aug 2023 - Sept 2024**

Directed visual storytelling and product styling initiatives, translating brand guidelines into captivating, conversion-driven visual presentations.
Collaborated seamlessly with cross-functional teams, including photographers, graphic designers, and marketing executives, to align visual output with overarching campaign goals.
Engineered set designs by strategically selecting props, backdrops, and lighting setups to elevate brand aesthetics and consumer appeal.

Glamrs by Purplle | Content Creator / Creative Director | **Apr 2022 – Jul 2023**

Established foundational content strategies and editorial guidelines, resulting in enhanced brand recognition and consistent messaging.
Engineered and managed comprehensive content calendars, overseeing the timely delivery of engaging reels, editorials, and stories.
Directed video production and crafted high-performing digital assets that successfully increased audience interaction and engagement metrics.

NEWJ | *Assistant Director* | **Feb 2020 - Mar 2022**

Directed and produced non-fiction video campaigns tailored for diverse brand partners, managing projects from conceptualization to final delivery.
Conducted rigorous research and integrated SEO best practices into creative content, ensuring maximum digital visibility and alignment with brand objectives

KEY BRANDS

Ad Conceptualization & Production (Shortly News App): Spearheaded the end-to-end creation of advertisement campaigns from scratch, overseeing ideation, scripting, and production to drive brand awareness and user engagement.

Beauty & Skincare Campaigns (Lakmé, Colorbar, UV Squad): Directed and executed targeted digital content for top-tier beauty and skincare brands, leveraging product styling and strategic visual storytelling to highlight product efficacy and brand aesthetics.

Community Engagement & Vox Pop Production (ASBL): Developed highly relatable, community-focused scripts and hosted public event engagements, fostering real-time brand connection and on-the-ground audience interaction.

EDUCATION

SRM Institute of Science and Technology, Chennai | 2016 – 2018
Degree - Bachelors of Arts in Journalism / Mass Communication)
Graduated with High Honors.

International School of Design, Visakhapatnam | 2018 – 2019
Diploma/Certification in Photography (Stills, Product, Fashion, Lighting & Art Direction)

KEY SKILLS

- Creative Direction
- Content Creation
- Negotiation
- Acting
- Content Writing
- Time Management
- Working with Brands
- Social Media
- Product Styling

PORTFOLIO LINKS

Work that I have done at The G Story -
https://drive.google.com/drive/folders/10mTGeK2b2ye2pFCTmv28ePFRPnFtpw9d

Work at the previous companies -
https://www.behance.net/shivanivobblis