



I a m K a v i t a K i s h o r e ,
s t o r y t e l l e r & c o n t e n t s t r a t e g i s t

I help brands explain complex ideas through the power of stories.



What I do

I help brands create engaging and compelling copy.

Content Strategy:

Planning and structuring content to create maximum engagement

Messaging:

What to say, how to say it, and why it's important

Longform content:

Blogs, case studies, ebooks, whitepapers,

UX Writing:

Clear and concise writing to improve user experience

Documentation:

Sometimes you need collaterals that don't fall neatly into any bucket, like manuals, compendiums, and so much more.

Here are a few of the brands I've worked with



THE HUFFINGTON POST

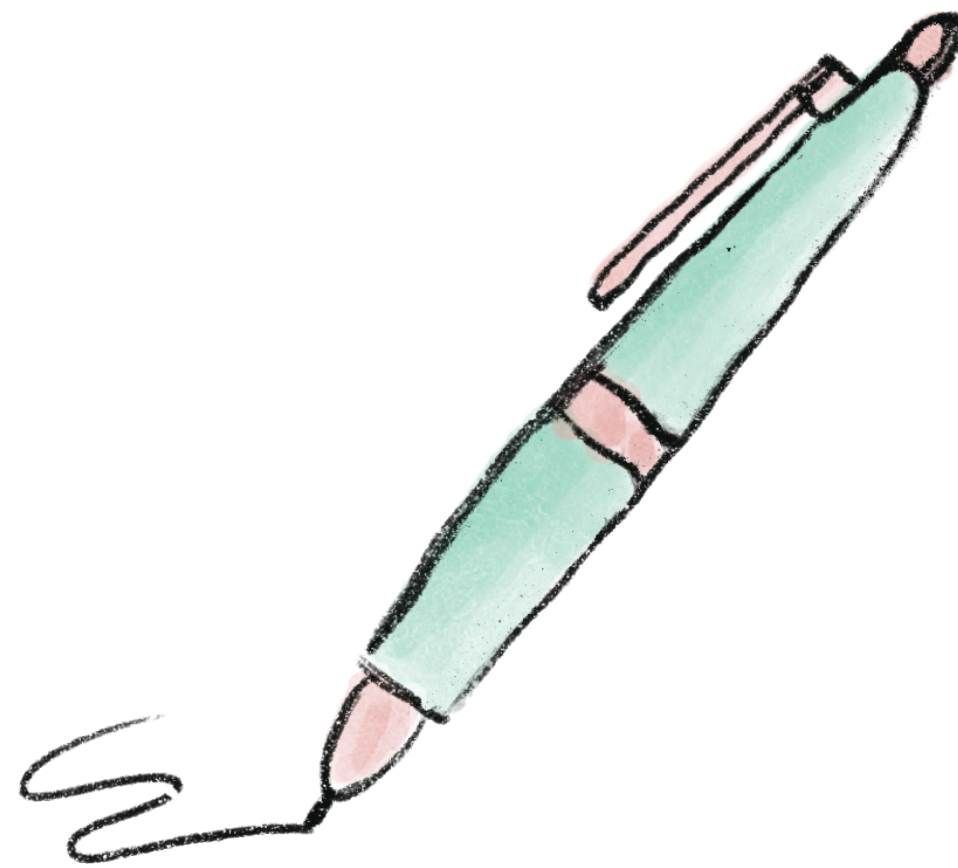
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Testimonials

"Kavita has been a dependable partner to work with. She does a thorough job of content development, proof reading, and even design. Most importantly, she sticks to timelines, without compromising on quality."

MVL Manikantan, IndianOil



"Kavita can pretty much cover a seminar on suicide prevention, or an article on students getting back to school, with as much ease, and I suspect, interest, as she takes a diving course. Always on the look out for an adventure, not afraid to work hard, and has the words to boot."

Ramya Kannan, The Hindu

Here are some samples of my work

Journalism:

The Hindu, Huffington Post, Firstpost and Scroll

Blogs:

Sample 1 (TCS), Sample 2 (TCS), Sample 3 (TCS), Sample 4 (Option3.io), Sample 5 (Option3.io)

Cornerstone Content:

Case Study, White Paper, Use Case/Customer Delight

Website:

Elitser, Chitrika

Others:

IndianOil LPG User Manual, IndianOil Health and Safety Manual, Contributions to 'The Flame That Empowers,' chronicle of the 8 crore Pradhan Mantri Ujjwala Yojana connections



My work



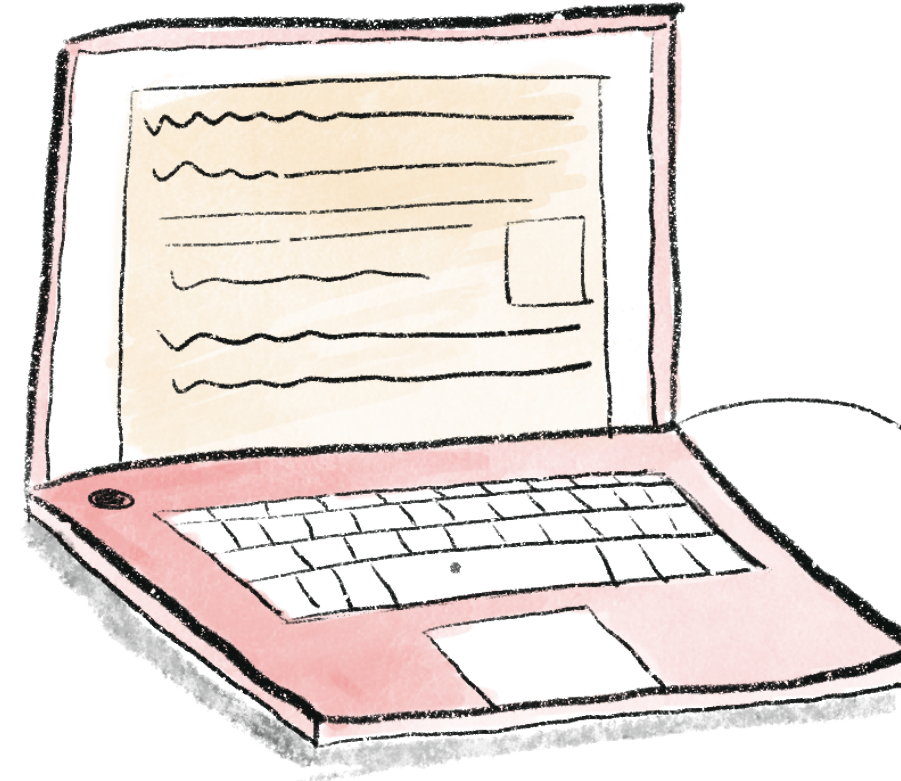
Personal projects

IsolationCooks:

A few friends got together to document what the world was eating during the pandemic. Check it out [here](#).

Essence of Society:

My friend Mihir and I make [comics](#) about food.



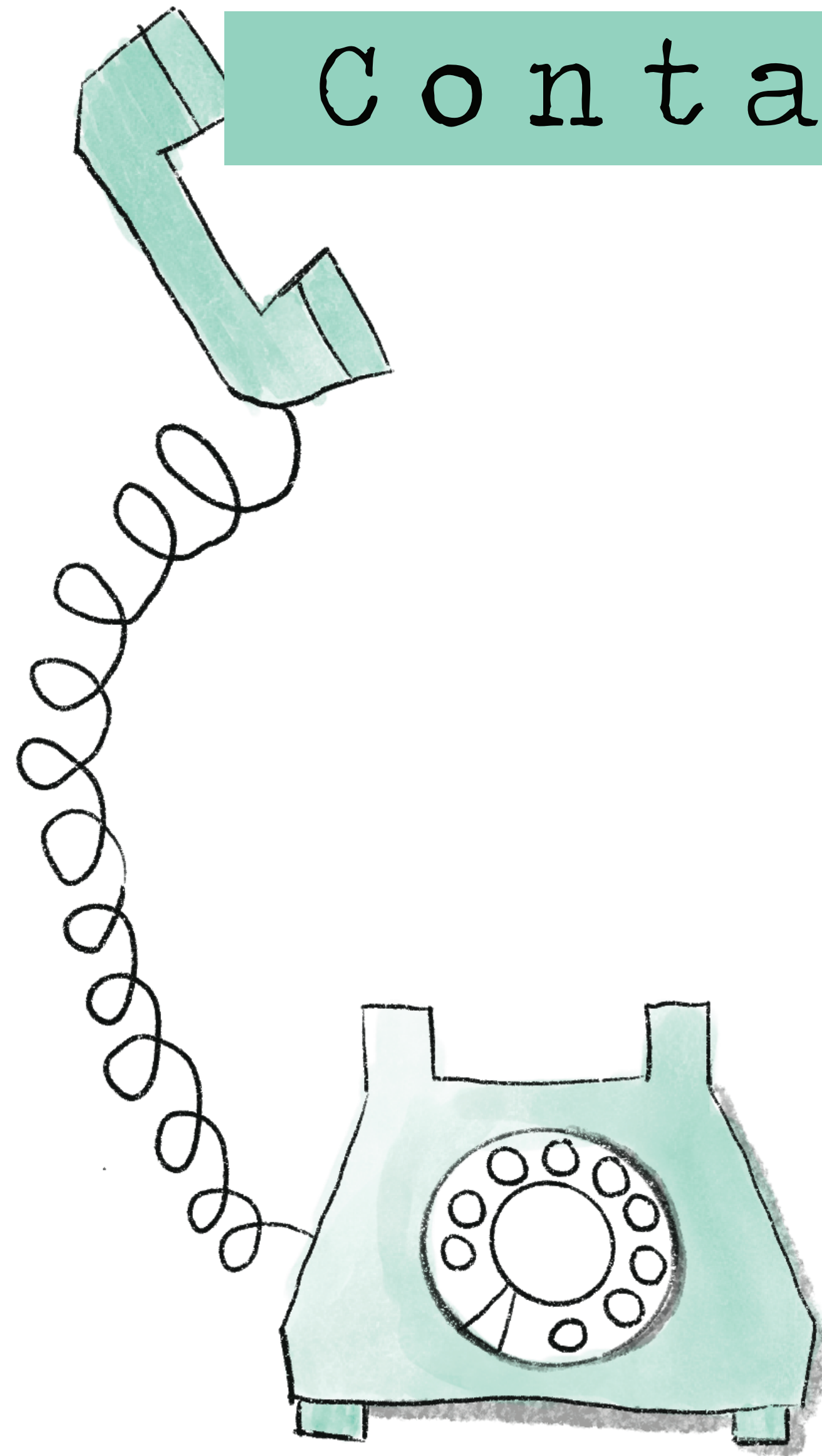
About me

As a journalist for close to a decade, I learnt the art of telling the right story at the right time. I wrote for leading news portals including The Hindu, Huffington Post, Firstpost and Scroll.

I then switched to storytelling to corporates, and have worked with leading brands including TCS, IndianOil and Sterling Holidays, on their content marketing strategy and implementation. You can read some of my work [here](#), [here](#) and [here](#).

Take a look at some of my personal projects [here](#) and [here](#)
In my free time, I try and feed my cats on time, watch hours of Netflix, and spend hours on the internet planning my next trip.

Contact me



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