

# Sukanya Umesh

STORYTELLER | WRITER | FILMMAKER | THESPIAN | CREATIVE CONSULTANT

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## WORK EXPERIENCE

### Storyteller and Content Creator, Chennai/ Remote — Freelancer

Nov 2024 - Ongoing

- Create digital content from concept to distribution
- Conduct Storytelling Shows at Montessori Schools, Community Spaces, Art Galleries
- Conduct Training Workshops at Schools and Institutes

### Miyagi Learning Solutions, Chennai — Freelance Trainer

May 2024 - Ongoing

- Perform Live and Virtual Storytelling shows
- Conduct Storytelling Shows
- Conduct Training Workshops

### Alagar Public School, Thoothukudi — Storyteller and Reading Program Creator

May 2024 - Ongoing

- Curate Classroom Library
- Conduct Storytelling Training Workshops for Teachers
- Conduct Storytelling Sessions bi-monthly for LKG to Class 2
- Detailed reports on program tracker and classroom engagement

### Evam Entertainment Training Sideways, Chennai/ — Evam Lab Fellow

Oct 2023 - Ongoing

- Writer/Director/ Actor for Corporate shows and Corporate training workshops
- Creative Producer on Corporate Videos
- Writer for Corporate Web Series

## SKILLS

Excellent communication skills and media production management.

Excellent at creative visualisation, critical thinking

Excellent in Scriptwriting and Direction

Proficient in Wordpress, Photoshop, Canva, Video editing and Audio editing, AI Generative Art.

Classically trained Bharathnatyam Dancer

Classically trained Carnatic Music Singer

## CREDITED PROJECTS

[Chennai Art Theatre and Poochu's Productions - SHEnsemble - wrote and directed the play "Purrlock and the Police"](#)

[Poochu's Productions' The Father - played the character of "Anne" - July 2023, March 2024](#)

[Poochu's Productions' All You Need is Love - played the character of "Becca" - October 2022](#)

[Poochu's Productions'](#)

- Actor for Corporate Films

## **Bryt Schools, Hyderabad/ Remote — Voice Actor**

Jul 2024 - November 2024

- Writer/Director/ Actor for Corporate shows and Corporate training workshops
- Creative Producer on Corporate Videos

## **Soozhal CINEEMAS, Chennai/ Remote — Consultant Head of Operations**

Feb 2023 - Dec 2024

- Handle Social Media Operations, Manage Writers Rooms, Project Management ensuring that deadlines are met
- Branding of Website
- Relationship Management between the company and our clients

## **IndoSoul/ Karthick Iyer, Chennai/ Remote — Brand Marketing Consultant and Strategist**

Dec 2022 - March 2023

- Social Media auditing, strategy and putting down processes internally for the Social Media team
- Content Marketing strategy for the launch of IndoSoul's first Indie album
- Performance Marketing strategy for growth

## **Education 10X/ BrightChamps, Chennai/ Remote — Narrative Game Designer/ Marketing Consultant**

July 2022 - January 2023

- Storybuilding, character designing, world building and scripting episodes for the financial literacy game being built for the app
- Conducting PR and Marketing related interviews with top performing students across children and adults
- Brand Marketing consultation for upcoming branded TVCs and digital ads

[Rock the Way to Glory - played the character of Gillian - July 2022](#)

[Asiaville Interactive Studios + Tulika Publishers, Voiceover Artist](#)

[Audible Studios, Perumal Murugan's Estuary, Voiceover Artist](#)

[PCVC Online, Chennai/Bangalore — Actor](#)

### **AWARDS**

**Short and Sweet Festival Chennai 2023 - Best Ensemble "For Crying Out Loud" written and directed by Bhavya Balantrapu - played the character of "Journalist"**

**K15S Festival 2023 - Best Play Audience Choice - written and directed the play "Mail Order Coup" Nominated - Best Script K15S Festival 2023**

**Short and Sweet Festival Chennai 2022 - Finals Week Official Opening Act "In Farce" - played the character "Plot Device"**

**Short and Sweet Chennai 2022 - Best Ensemble "Preethi Anthare Yenu"- directed by Shravan Ramakrishnan, written by Bala Kumaran - played the character**

## **The Board Room Cafe, Chennai/ Remote — *Marketing Consultant***

May 2022 - June 2022

- Unifying offline and online experience of the community
- Social Media Marketing and content creation

## **ATWIAS, Chennai — *Creative Director***

Mar 2022 - Apr 2022

- Managed the team of Social Media Executives, Designers and Editors
- Directed mini-series video ad campaign “Ayalkaar” as auxiliary content for Disney+ Hotstar’s Bigg Boss Malayalam

## **Yaazhi Films Private Limited, Chennai — *Youtube Head | Social Media Manager***

Dec 2021 - Mar 2021

**Social Media Manager (Yaazhi Films) :** Dec - Mar 2021

- Built the brand of Yaazhi Films on social media across Instagram and Facebook
- POC for internal design and edit team, and external agencies for the company, partner brands and content

**Youtube Head (Yaazhi Culture) :** Feb - Mar 2021

- Launched Yaazhi Culture
- Strategized and executed content release strategy

## **Stones2Milestones, Remote — *Marketing Manager***

Jan 2021 - Oct 2021

**Product Marketing Manager :** September - October 2021

- Marketed and executed in-app premium features for **30+ schools leading to an adoption of 5000+** children on the Freedom App.
- Lead end to end lead generation project called Freedom Now Interactive Class.
- Conducted live engagement experiences for 1300 children leading to a peak of 8.72% conversion to users in the span of 2 weeks.

**Growth Manager :** July 2021 -August 2021

- Managed a team of 3 people to grow the Club1BR community
- Executed growth strategy to drive organic growth across virtual presence of Club1BR.
- Achieved CTR of 21% by creating video content to generate 1200+ high quality leads
- Achieved 48% open rate on email marketing campaigns

**Community Manager :** April 2021 to June 2021

*“Preethi”*

**Short and Sweet Festival Chennai 2018 - Finals Week Official Opening Act**

**Kuruksastra 2015 Winner - Concasse (Online Scriptwriting) for “Ain’t I a Woman”**

**Short and Sweet Festival Chennai 2014 - Wildcard Winner**

**Dramalog Season III 2014 - Best Original Script**

**Nominated - Best Director, Best Play**

**Stella Maris College Winner, 2012 - Proficiency Prize for First Year Foundational English (Shift 1 & 2)**

**Malayalam Chalachitra Award 2010**

**Winner - Best Histrionic Talent awarded by the Malayalee Association, Chennai**

### **LEADERSHIP ROLES**

**Classical Dance Club President 2014-2015, Students Union, Stella Maris College**

**Student Union Executive Representative 2012-2013, Students Union, Stella Maris College**

### **EDUCATION**

- Built the Teacher Community of Club1BR - 1 Billion Readers.
- Organised and executed daily workshops and events to drive community engagement.
- Gained key insight into consumer behaviour to convince the organisation to adopt Content Marketing Strategy, quickly.

### **YouTube Channel Head** : January 2021 to March 2021

- Led YouTube growth strategy by creating end-to-end low-cost live action content called Freedom TV.
- Measured metrics of growth and convinced the organisation to stop investing in this strategy.

### **Evam Entertainment, Chennai — Youtube Director**

September 2020 - November 2020

Director for Evam and Vinodhini Vaidynathan's YouTube sketch series "Reaction Kuduya Ramasamy", a tamil satirical news show.

### **Trendlound, Chennai — Youtube Director | Presenter**

December 2019 - March 2020

Youtube Director on the channel FTW - For the Women

### **Stray Factory and Here & Now, Chennai/ Pondicherry — First Asst. Director**

May 2019 - October 2019

Primary responsibilities were set and costume continuity, sound recording, edit report, clipboard management, and artist coordination.

### **SNS Arts Development Consultancy - Chennai Photo Biennale, Chennai — Event Manager | RRD Workshop Coordinator**

January 2019 - May 2019

Event Manager of the Skill Development workshops conducted by RR Donnelley.

### **Viu Tamil "Behind Closed Doors", Chennai — Writer | First Asst. Director**

April 2018 - October 2018

- First Asst Director on 4 episodes
- Writer of Episode 10 - In Pursuit Of

### **Google/ Coursera**

Oct 2023 - Ongoing  
Professional Certificate  
in User Experience  
Design

### **London Business School/ Coursera**

Oct 2023  
Brand Management :  
Aligning Business Brand  
and Behaviour

### **The Wharton School of the University of Pennsylvania/ Coursera**

July 2021  
Global Trends for  
Business and Society

### **The Wharton School of the University of Pennsylvania/ Coursera**


March 2021  
Viral Marketing and  
How to Craft Contagious  
Content


### **Stella Maris College, Chennai** 2011 - 2015 Bachelor of Visual Arts

### **LANGUAGES**

English  
Native 

Hindi  
Proficient 

Tamil  
Fluent 

Malayalam  
Fluent 

## **Multistory Learning Private Limited, Chennai — *Travelling Storyteller | Theatre Trainer | Writer | Director | Manager***

January 2017 - February 2021

### **Storytelling Executive (Freelance) :** March 2018 - February 2021

- Freelance storyteller for Chennai based schools
- In charge of the co-curricular theatre program at Alpha School, CBSE.

### **Storytelling Executive (Full Time) :** January 2017 - February 2018

- Travelling Storyteller and Theatre Executive.
- In charge of coordinating, scheduling and executing outstation storytelling events
- Co-Author of “Lola and Chacko” published by Ms Moochie Books.
- Managed the freelancer storyteller network for the company.

## **Crea-Shakthi, Chennai — *Theatre Trainer | Writer | Director | Manager***

July 2012 - November 2016

### **Head of Content Development :** April 2016 - November 2016

- Helmed the Playwright Club to train incoming writers
- Stage Director for School Annual Day programs and performances.

### **Training Executive (Full Time) :** April 2015 - March 2016

- Co-created the theatre curriculum for schools
- Stage Director for School Annual Day Events
- Production Head for ticketed public shows.
- College campus POC for the company's Campus Theatre Initiatives

### **Training Executive (Part Time) :** July 2012 - March 2015

- Theatre trainer for children
- Stage Director for School Annual Day performances
- Executive Producer for ticketed public shows.

## **Malli.in (Kayce Foods Private Limited), Chennai — *Content Writer***

February 2011 - July 2011

Content and copywriter for articles for the food website