

ARJUN AGARWAL

CONTENT & MARKETING ASSOCIATE | SOCIAL MEDIA JOURNALIST

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PROFESSIONAL SUMMARY

Social-first journalist and digital storyteller creating fast-turnaround news, culture and brand content for Instagram, YouTube, Snapchat, TikTok and web. At Brut India, pitches, scripts and presents videos that have reached millions of viewers, including face-led coverage of major global events. Combines editorial judgement, on-camera delivery, AI-assisted research and Adobe Premiere Pro with hands-on field research and operating experience as a director of an early-stage construction technology startup. Brings the editorial speed, product curiosity and visual storytelling skills needed to build founder-led content for an AI-native company.

CORE STRENGTHS

Social-first storytelling | Short-form video scripting | Content ideation & trend tracking | On-camera presenting | Voice-over | Brand & product storytelling | AI-assisted workflows | Cross-functional collaboration | Adobe Premiere Pro

PROFESSIONAL EXPERIENCE

Brut India | Journalist, *India*

Mar 2026 - Present

- Pitch, research and script mobile-first news and feature stories for Instagram, YouTube, Snapchat, TikTok and web, balancing speed, clarity, visual hooks and source credibility.
- Track breaking news, viral trends and cultural conversations in real time, translating developments into concise scripts and platform-specific narratives.
- Pitched and scripted multiple Brut videos that each hit millions of views through strong story selection, sharp opening hooks and audience-first packaging.
- Host face-led explainers and record voice-overs, including coverage of the 2026 FIFA World Cup and the 2026 Cannes Film Festival; shoot supplementary mobile footage when field visuals are unavailable.
- Collaborate with video editors, graphic designers and social teams to refine pacing, visual treatment, captions and brand tone; use ChatGPT and Gemini for research and ideation, and Adobe Premiere Pro to edit social-first video content.

Aitkena Infrasewa Pvt. Ltd. | Field Research & Operations

Jan 2026 - Present

- Field research and on-ground validation for an early-stage construction intelligence startup, conducting surveys, collecting primary data, and translating field observations into product and operating inputs for its AI-enabled progress-monitoring platform.

The Indian Express | Corporate Communications & Events Intern, *Noida, India*

Jul 2025 - Sep 2025

- Supported corporate communications and sponsored-event content, coordinating research, copy and event-related deliverables in a deadline-driven media environment.

Jio Creative Labs | Media Strategy & Advertising Intern, *Mumbai, India*

Jun 2024 - Jul 2024

- Developed media strategy and advertising ideas for D2C brands, translating audience and consumer insights into campaign concepts and presentations.

India Today Media Summer School (Aaj Tak) | Media Production Intern, *India*

Jun 2023 - Jul 2023

- Worked across TV writing, anchoring, podcasting, production and social media, building comfort with fast newsroom workflows and broadcast-style storytelling.

SELECTED MULTIMEDIA WORK

Brut: [Face-led FIFA](#) (400K views) | [face-led interview](#) (600K + Views) | [Para-gliding](#) (4.3M+ views) | [Girl in saree](#) (11M+ views)

Past: [News Package \(2024\)](#) | [Panel Discussion - Executive Producer \(2024\)](#) | [Zooming In... \(2024\)](#) | [Baggage - India Film Project \(2020\)](#)

EDUCATION

O.P. Jindal Global University | B.A. (Hons.), Journalism & Media Studies

2025

Sonipat, India

University of Granada | Spanish Language & Business Course

2024

Granada, Spain

ADDITIONAL

- Training:** Month-long theatre workshop, National School of Drama, Delhi (2019)
- Languages:** English and Hindi (professional); Spanish (basic)
- LinkedIn:** <https://www.linkedin.com/in/arjun-agarwal-2aa443319/>