

Meghna Borah

Content Creator (Short-Form Video)

Guwahati, Assam · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Short-form video creator covering food, festivals and small-town travel across the North-East in Assamese and English. Runs a self-built Instagram page with a steady posting rhythm and handles scripting, mobile shooting, captions and editing alone. Completed an agency internship producing reels for regional hospitality clients and now seeks a full-time creator role with a brand or media team.

SKILLS

Reel scripting · Mobile videography · Short-form editing · Caption writing · Hook testing · Instagram Insights · Content calendars · Assamese voice-over

EXPERIENCE

Content Intern — Boutique digital marketing agency, Guwahati

6-month internship

- Scripted and edited 48 reels for three homestay and café clients, keeping every draft within the agreed brand colours and tone.
- Tested two opening hooks per video and shared a weekly note on which openings held viewers past the third second.
- Coordinated shoot days with client staff, preparing shot lists that cut on-location time from roughly four hours to two.

Independent Creator — Self-run Instagram page on North-East food and travel, Guwahati

1 year 4 months · current

- Grew the page to 18K followers by posting four reels a week on local markets, festivals and hill-town day trips.
- Delivered two paid collaborations with a tea estate stay and a handloom seller, each tagged clearly as a paid partnership.
- Tracked saves, shares and average watch time in a monthly sheet and dropped formats that underperformed for three weeks.

EDUCATION

BA in Mass Communication — State university affiliated college, Guwahati

Final-year documentary on riverine island communities

CERTIFICATIONS AND REGISTRATIONS

- Online course in social media marketing fundamentals
- Short course in mobile filmmaking

PROJECTS

- Bihu Kitchen Series — eight-part reel series on festive home recipes that became the page's most-saved content
- Market Mornings — weekly carousel on vendors at a city bazaar, built with their consent and credited by name

LANGUAGES

English · Hindi · Assamese