

RUTU SHELKE

VISUAL STORYTELLER | SOCIAL MEDIA MANAGER | CONTENT CREATOR

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SUMMARY

Content creator and social media strategist with 3+ year experience in producing audience-led digital content for institutions, brands, and creative communities. Skilled in short-form storytelling, data-driven campaigns, and high-engagement video editing. Strong communicator with a design-led approach to build content that informs, resonates, and converts.

PROFESSIONAL EXPERIENCE

Content Creator

Royal College of Art, London, UK | Oct 2024 – Present

- Lead face for student-led social media campaigns, interviews, and Q&A video content.
- Produced reels generating up to **45k+** views, increasing visibility among international applicants. Filmed, edited, and published high-quality promotional content aligned with RCA brand standards.
- Collaborated with communications teams to deliver consistent, multi-channel storytelling.

Student Ambassador

Royal College of Art, London, UK | Sept 2024 – Present

- Lead speaker for international webinars attended by **300+ students**.
Managed live chat sessions, Q&As, onboarding communication, and student community engagement.

Volunteer

British Film Institute (RCA Festival), London

- Supported event communication, visitor flow, and public engagement during Festival of Communication

Muralist

Hammersmith & Fulham Council, London | Jan – Aug 2025

- Developed design and executed large-scale hand painted murals while collaborating with stakeholders for site-specific storytelling

Creative Strategist & Graphic Designer

London Fashion Week, London | Jan – March 2025

- Co-led the creative and communication strategy for an LFW-aligned intervention amplifying conversations around **sustainability, cultural identity**, and **global fashion narratives**.
- Crafted visual narratives and graphic communication that bridged research, public engagement, and storytelling across print, digital, and experiential formats.
Designed the **website** and **mobile app UI**, translating campaign insights into **intuitive, audience-centred digital experiences**.

Creative Strategist & Social Media Co-Manager

Off and Weird, India | Dec 2022 – Jul 2024

- Co-led social media strategy for community-focused art and culture events. Increased online engagement by **20%** through narrative-driven content.
Managed PR and communication with partner brands and event collaborators.

Graphic Designer

Ugao Pvt Ltd, India | Apr 2023 – Dec 2023

- Created digital campaigns and product-focused content for Ugao's **300k+** Instagram audience. Supported a key campaign ("Bring Nature Home") that contributed to a **40% sales boost** with **546K+ views**.
- Designed visuals for Instagram, website, newsletters, and retail communication.

EVENTS & EXHIBITIONS

Sonic Entanglements | Participant

RCA, Bluman Associates & NotchVFX | May 2025

Murmur Ensemble | Performer & Collaborator

RCA, Matt Lewis | Dec 2024

International Student Webinar | Key Speaker

Royal College of Art | Apr 2025

Growing Narratives | Exhibitor

Hangar Gallery, RCA | May 2025

BBC Studios | Exhibiting Artist

London | Jul 2025

Dodo Publications | Writer

London | Aug 2025

EVENTS & EXHIBITIONS

Times of India Feature

May 2025

The Big Egg Hunt

March 2025

Packaging of The World Feature

Jan 2024

EDUCATION

MFA Communication

Royal College of Art, London
Sep 2024 – Sep 2025

Bachelor of Design

Srishti Institute of Art, Design and Technology, India
2017 – 2021

SKILLS

Content Strategy
Short form Videos (Reels), TikTok
VoxPop, Community Engagement Content
Calendars
On-camera Communication
Adobe Suite
Figma
Canva
CapCut
DaVinci Resolve
Public Speaking
Storytelling
Scriptwriting
Visual Editing

LONDON REFERENCES

Etan Kinsella-McLennan

Royal College of Art
Digital Content Manager

Walter Paice

MONSOLO
Creative Projects Producer

Pod Bluman

Bluman Associates Limited
Creative Director