

Sarang Chitnis (D.O.B.: 24th April 1975)

Head of Content Development | Brand Storyteller | Book Development Consultant | Founder, Writomania®

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PROFESSIONAL SUMMARY:

Content development leader with 15+ years of experience in building and delivering high-quality content across brands, businesses, books, and digital platforms. Expertise in leading the end-to-end content development process, from research, ideation, and content planning to writing, editing, storytelling, quality control, and final delivery. Proven experience in brand storytelling, long-form content, ghostwriting, book development, website content, blogs, social media content, scripts, and multilingual content projects. Founder of Writomania®, with extensive experience managing diverse client requirements, content teams, and projects across industries. Combines hands-on writing expertise with editorial leadership and a strong understanding of audience, brand voice, business objectives, and AI-enabled content workflows.

CORE COMPETENCIES:

CONTENT DEVELOPMENT LEADERSHIP

- End-to-End Content Development • Content Planning • Editorial Leadership
- Content Quality Management • Content Team Coordination • AI-Assisted Content Development

BRAND STORYTELLING

- Brand Narrative Development • Brand Messaging • Corporate Storytelling
- Founder Storytelling • Personal Branding • Employer Branding

BOOK DEVELOPMENT & PUBLISHING

- Book Concept Development • Content Architecture • Ghostwriting
- Developmental Editing • Manuscript Development • Publishing Consultation

THOUGHT LEADERSHIP & EXECUTIVE COMMUNICATION

- Thought Leadership Content • Executive Ghostwriting • Speech Writing • LinkedIn Leadership Content • Executive Articles • Long-Form Content

BUSINESS & CORPORATE CONTENT

- Website Content • Company Profiles • Case Studies • Business Presentations • Marketing Communication • Stakeholder Communication

EDITORIAL & CONTENT OPERATIONS

- Research & Ideation • Editorial Planning • Editing & Proofreading
- Quality Control • Multilingual Content • Creative Team Coordination

CAREER HIGHLIGHTS:

- 15+ years of experience in content development, writing, brand storytelling, ghostwriting, book development, and editorial leadership across diverse industries and content formats.
- Founded and built Writomania® as a content development firm, delivering end-to-end content solutions for businesses, brands, entrepreneurs, professionals, authors, and organisations.
- Led the complete content development lifecycle, including research, ideation, content planning, writing, editing, proofreading, quality control, and final delivery.
- Developed content across multiple formats, including websites, blogs, articles, social media posts, brand stories, corporate content, scripts, speeches, advertisements, taglines, documentaries, and long-form publications.
- Built specialised expertise in book development, supporting projects from concept development and content structuring to writing, ghostwriting, editing, translation, and manuscript development.
- Worked across English, Hindi, and Marathi content projects, enabling multilingual storytelling and communication for diverse audiences.
- Managed writers, researchers, proofreaders, designers, and other creative contributors to ensure content quality, consistency, accuracy, and timely delivery.
- Developed content for diverse sectors, including education, overseas recruitment and immigration, technology, manufacturing, healthcare, real estate, professional services, publishing, branding, and entrepreneurship.
- Combined hands-on writing expertise with content leadership, maintaining direct involvement in high-value and complex projects while managing the broader content development process.
- Integrated AI tools into research, ideation, content development, editing, and workflow optimisation while maintaining human judgement, originality, brand voice, and editorial quality.

PROFESSIONAL EXPERIENCE:

Head of Content Development | Brand Storyteller | Book Development Consultant | Founder Writomania®

2011 - Present | Pune, India

- Lead the end-to-end development of content for brands, businesses, entrepreneurs, professionals, authors, and organisations across diverse industries.
- Own the complete content development lifecycle, including client requirement analysis, research, ideation, content planning, writing, editing, proofreading, quality control, and final delivery.
- Develop high-quality content across multiple formats, including websites, blogs, articles, social media posts, brand stories, corporate communication, advertisements, taglines, scripts, speeches, documentaries, and long-form publications.
- Build brand narratives and storytelling frameworks that translate business ideas, expertise, values, and offerings into clear, engaging, and audience-focused communication.

- Lead book development projects from initial concept to completed manuscript, including idea development, research, content architecture, chapter planning, writing, ghostwriting, editing, translation, and manuscript refinement.
- Work closely with founders, business leaders, professionals, subject matter experts, and authors to understand their ideas and transform them into structured, authentic, and compelling content.
- Manage and coordinate researchers, writers, proofreaders, designers, and other creative contributors to maintain quality, consistency, accuracy, and timely project delivery.
- Establish content standards, editorial processes, tone-of-voice guidelines, and quality-control mechanisms across projects and content formats.
- Develop and oversee multilingual content projects in English, Hindi, and Marathi for diverse audiences and communication requirements.
- Deliver content solutions across sectors including education, overseas recruitment and immigration, technology, manufacturing, healthcare, real estate, professional services, publishing, branding, and entrepreneurship.
- Combine content strategy with hands-on execution, remaining directly involved in complex, high-value, and long-form content projects.
- Use AI tools to support research, ideation, content structuring, editing, and workflow efficiency while ensuring human judgement, originality, accuracy, and brand authenticity.
- Manage multiple content projects simultaneously, balancing client objectives, audience requirements, quality standards, deadlines, and business priorities.
- Build and maintain long-term professional relationships through consultative content development, responsive communication, and consistent delivery quality.

SELECTED CONTENT DEVELOPMENT & STORYTELLING IMPACT:

AUTHORITY & THOUGHT LEADERSHIP DEVELOPMENT

Led the development of books, executive communication, and thought leadership content that transformed the expertise, ideas, and experiences of entrepreneurs, founders, consultants, and business leaders into credible and engaging content, strengthening their professional authority and visibility.

BRAND STORYTELLING & NARRATIVE DEVELOPMENT

Developed brand narratives, messaging frameworks, website content, and communication assets that translated organisational vision, expertise, values, and offerings into clear, compelling, and audience-focused stories aligned with business objectives.

BOOK DEVELOPMENT & LONG-FORM CONTENT

Led the end-to-end development of publication-ready business books, biographies, memoirs, and educational publications, from concept development, research, content architecture, and chapter planning to writing, ghostwriting, editing, proofreading, design coordination, and publication.

CORPORATE STORYTELLING & SCRIPT DEVELOPMENT

Directed the research, narrative development, scripting, editing, and creative coordination of documentaries, corporate films, company profiles, business presentations, and other long-form communication assets that communicated organisational vision, capabilities, achievements, and value propositions.

END-TO-END CONTENT DEVELOPMENT LEADERSHIP

Led content projects supporting brand building, marketing, customer engagement, business development, and stakeholder communication by managing the complete content lifecycle and coordinating researchers, writers, editors, proofreaders, designers, and other creative contributors from initial brief to final delivery.

EARLIER CORPORATE EXPERIENCE:

Deputy Manager – Planning & Industrial Engineering

Involute Technologies Pvt. Ltd.

July 2010 – September 2011

- Led production planning and industrial engineering initiatives.
- Developed SOPs and optimized manufacturing processes.
- Improved production efficiency through planning and capacity optimization.

Assistant Manager – Industrial Engineering

Bharat Forge Ltd.

June 2003 – November 2009

- Led industrial engineering and productivity improvement initiatives.
- Managed production planning, manpower planning, and facility layout projects.
- Supported greenfield manufacturing operations and process optimization.

Engineer – Production

ABN Industries

August 2002 – April 2003

Managed production operations and continuous process improvement initiatives.

Junior Engineer – Production

Navoday Engineering

April 1998 – July 2002

Handled production planning, shop-floor coordination, and manufacturing support.

Trainee Engineer – Production

Tancom Electronics

April 1997 – March 1998

Received training in production operations, quality systems, and manufacturing processes.

INDUSTRIES SERVED:

- Branding
- Technology
- Healthcare
- Real Estate
- Hospitality
- Media & Entertainment
- Consulting
- Publishing
- Manufacturing
- Insurance
- Education
- Digital Marketing
- Overseas Education
- Professional Services

TOOLS & TECHNOLOGIES:

- ChatGPT
- Grammarly
- Google Workspace
- Gemini
- Microsoft Office
- AI-assisted Content Development

EDUCATION:

Diploma in Mechanical Engineering (D.M.E.)

Shreeram Polytechnic, Airoli

Maharashtra State Board of Technical Education

ACHIEVEMENTS:

- Silver Medal Recipient – Young Scientist Examination conducted by the Homi Bhabha Research Institute.
- Certified in C, C++, UNIX, and Oracle.
- Certified in PC Assembling and Maintenance.
- Former Computer Faculty for MS Office and Programming Courses.

- Visiting Faculty for Computer Education Programs.

LANGUAGES:

- English
- Marathi
- Hindi

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