



Viraj Rao

Writer

Contact

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Mumbai

About Me

A Scriptwriter, Content writer, and Copywriter with expertise in sports, automobiles, geopolitics, finance, fashion, and loads of pop- culture references!

Skills

- Scripting
- Storyboarding
- Ideation
- Content & Copywriting
- Client Communication
- Crowd Management
- Event Organising

Education

- Bachelor's in Sports Management (B.S.M) 2018 - 2021
International Institute of Sports Management (IISM), Mumbai, India
- M.A. (Hons.) International Relations and Strategic Studies 2022 - 2024
School of International Relations and Strategic Studies (SIRSS), University of Mumbai, India

Experience

- Content writer & Copywriter Jul 2025 - Jul 2026
IDFC FIRST Bank (via Scatter)
 - Writing creative copy & text assets, and video scripts (English & Hindi) for DA (Digital Acquisition) static creatives, for online channels and in-app messaging.
 - HPE (Hyper-personalization engine) communications for WhatsApp, RCS, PN, and SMS channels.
- SEO Writer (Freelance) Present
Styx Media

Writing SEO blogs & articles for clients in F&B and Home Furnishing sectors, to boost search visibility & organic traffic.
- Scriptwriter and Copywriter Dec 2024 - June 2025
The Voice Authority (TVA)

Writing social media ad scripts for 5 instagram channels and Live Commerce sessions for Bajaj Finserv; 1 instagram channel for Flipkart Fashion
- Copywriter (Freelance) Project duration: Oct 2024 - Dec 2024
RepIndia

Writing copy (post and closed captions) for social media posts for MTV Hustle's Instagram page; Structuring interviews with questions for participants and judges; selecting and managing video timestamps for edit.
- Content Writer May 2024 - Sep 2024
Lawyantra, Bombay Founders' Club

Ideating and writing LinkedIn articles and posts for a legal tech startup and an Entrepreneurs' community, advertising guest events; website copywriting.
- Quiz Content Writer (Freelance) Oct 2022 - Present
Ace of Pubs

Writing Quiz Question sets (audio & visual) for Pub Quizzes across India. Topics include: Pop Culture, Hollywood & Bollywood, TV series, Sports, Current Affairs, History, Sitcoms, Books, and Gaming.
- Script Writer (Freelance) Jun 2021 - Jan 2022
Content Mafia

Research and Scripting for YouTube videos. Topics include: Celebrity Drama, Cryptocurrency, Tech Updates, Travel & Tourism, and Automobile updates.

Other Skills

- YouTube SEO (vidIQ)
- MS Office Suite
- Pitch Decks
- Video Editing (Openshot, Capcut)

Languages

- English
- Hindi
- Gujarati (spoken)
- Russian (A1 level)

Personal interests

- Long-distance cycling
- Animal Rescues
- Motorcycle Rides
- Debates & Discussions

Sports of Interest

- Mixed Martial Arts (MMA)
- Badminton
- Chess
- Football
- Basketball
- Underwater Swimming

Experience

- **Jr. Scriptwriter**
EduHub Sports Pvt. Ltd. Sep 2021 - Aug 2022
International Institute of Sports Management (IISM)
Scripting and Storyboarding for Video-learning modules on the History and Structure of Cricket in India, Branding, Sponsorship and Marketing in Sports.
- **Stand Supervisor**
BookMyShow IPL Season 12 (2019),
IPL Season 16 (2023)
Indian Premier League (IPL), Wankhede Stadium
Ticketing;
Diversion and Ushering;
Seating and Crowd Management;
V.I.P Accommodation and Hospitality.
- **Sales Executive**
MULTIFIT GYM, MULTIFIT WELLNESS Feb 2020 - Mar 2020
(term reduced due to COVID-19 Pandemic)
Sales & Promotions;
Client Management & Scheduling;
Social Media Marketing;
Primary Research within Fitness Industry.
- **Logistical Assistant**
LAWN TENNIS CHAMPIONSHIP, M.S.L.T.A. Jan 2019
Managing registrations; Updating game data;
managing event inventory and equipment.
- **Social Media Manager**
SportsXL, Willingdon Sports Club Nov 2020 - Dec 2020
Interviewing International Squash Athletes;
Video Compilation & Editing;
Online Event Promotions;
Poster & Graphics Design;
Client Communication;
Billing and Data Entry
- **On & Off - Field Logistical Assistant**
Super Soccer League (SSL), Jio Garden Apr 2018 - May 2018
Logistic activities;
Scorekeeping;
Managing event inventory and equipment;
Conducting post-match player awards and interviews.
- **Content and Creative Team (College)**
Junoon Sports Fest, Jamnabai Narsee Playground Jan 2019
Social Media Content ideation;
Post Match reviews;
On-field Logistical assistance.
- **Sports Head for Chess (College)**
Indoor Sports Committee Jan 2020
International Institute of Sports Management
Intercollegiate Participant Invitations;
Equipment sourcing (Chess sets & clocks);
Approaching and Securing Sponsors;
Venue Setup;
Award Ceremony;
Scoring and results update;
Assistant Arbiter.