

Hi, I'm Megha! A video-first content marketer with roots in audio storytelling. I began my journey in radio and audio-video production, working behind the scenes and behind the mic until 2019. In 2020, I transitioned fully into the world of digital content, combining my passions for sound, storytelling, and visuals to create content that resonates.

Over the last 6+ years, I've crafted conversion-driven videos across YouTube, LinkedIn, and Instagram — from testimonials and explainers to high-impact reels and branded videos. I've led full-funnel content strategies, especially during my time at Grip Invest, a fast-growing fintech startup, where I helped shape the brand's voice through video and social storytelling.

My expertise lies in scripting, editing, and creating content that doesn't just look and sound good, but delivers results.

Here's a quick snapshot of the tools I work with:

1. **Video Editing:** Premiere Pro, Wondershare Filmora, InShot, VN
2. **Design:** Photoshop, Freepik, Envato
3. **Scripting + Copywriting:** Google Docs, Sheets
4. **Voiceover + Audio:** Nuendo, Audacity, Audition
5. **Marketing Platforms:** Hootsuite, Zoho, Meta Ads & Analytics, LinkedIn Ads & Analytics, YouTube Studio
6. **Collaboration:** Google Workspace, Slack
7. **AI Tools:** Vizard, VEED.IO, ChatGPT, DeepSeek, Canva AI, HeyGen

Below are some curated samples that reflect my skills in scripting, video editing, performance storytelling, and campaign planning across both video and audio formats.

S.no	Videos	Type	Description	Role
1	 What is Basket By Grip...	Explainer Video	A product explainer on thematic investment options offered by Grip Invest, simplifying financial jargon for first-time investors.	Ideation, Scripting, Direction, Coordination with Editors, YouTube Upload & SEO
2	 Introducing After Market...	Campaign Video	A crisp video launching the AMO feature, highlighting its relevance for flexible investors. Part of a conversion-driven product campaign.	End-to-End Ownership: Concept, Script, Shoot, Editing Supervision, SEO Optimisation
3	 Test Your Finance Kno...	Vox Pop / UGC Format	A street-style vox pop video hosted by me at Connaught Place, Delhi, to engage a Gen Z audience with financial trivia.	Host + Full Ownership: Ideation, Scripting, On-ground Shoot, Editing Oversight, SEO
4	 Why Do Top Contractor...	Interview/ Testimonial	A customer interview shot during Bauma Conexpo 2024 (India's largest machinery expo), showing real-life trust in CAT machines.	Anchor + Producer: Script, Interview Prep, Live Hosting, Edit Oversight, SEO Execution
5	 How is India Earning an...	Industry Overview Video	A trend analysis video for AltXtra, a Grip-acquired platform. Mapped insights from reports to relatable storytelling.	Creative Lead: Strategy, Scriptwriting, Shoot Direction, Post-Production Supervision, Channel SEO

