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Summary

Accomplished Content Manager with 10+ years of experience in journalism and content strategy & development. Team player with collaborative leadership skills; mentor to young hands.

Recognised for creating well-researched, creatively envisioned content which has accomplished specific goals for multiple media platforms.

Experience

Senior Manager - Content

trica

Dec 2021 - May 2023 (1 year 6 months)

trica, a subsidiary of LetsVenture, is a Bangalore-based private market investments firm and equity management SaaS platform.

- Headed B2B content marketing initiatives enabling effective communication with the clientele that consisted of family offices, UHNIs, and other startup investors.
- Led the content management, research, writing, editing, and proofreading of long-form content (including yearly/quarterly reports on the ecosystem) for building brand visibility and thought leadership.
- Authored and published sector-specific articles, covering industries like SaaS, Space-tech, Blockchain/ Web3, etc. as well as drove the copy writing for social media marketing.
- Planned and conducted interviews with prominent VCs, fund managers, and entrepreneurs, for content that strengthened engagement via blog and social media in text, video, and graphic formats.
- Composed written content for digital media initiatives like email campaigns and newsletters with exclusive content for the investor ecosystem, generating a dozen leads for potential investments over 15 months.
- Oversaw PPT presentations for investor-pitches, which added more than 20 new investors to the company's network in just six months.
- Drafted and reviewed press releases and media statements for the company, and supported all marketing communications initiatives.

Content Consultant

Freelance

Jan 2021 - Dec 2021 (1 year)

- Delivered blog posts for Amazon India after interviewing individuals in its ecosystem and creatively narrating their stories.
- Produced web content in text and video formats for the founder of an NGO, using iMovie for video editing and Canva for graphic design, thus boosting their digital presence.
- Started and maintains a book blog on Instagram where I review and recommend fiction across genres, while also building a network of bibliophiles.



Senior Correspondent - MAKERS India

YourStory Media

Aug 2019 - Jan 2021 (1 year 6 months)

MAKERS India was a collaboration between YourStory & Verizon Media.

- As part of the core-team, visualized and directed the overall content strategy, and built the brand from the ground up in India.
- Hired new writers and developed a team to produce high quality, impactful content focused on women's stories.
- Provided support to the desk by editing and often reworking the content, and curating the content for better website traffic through SEO .
- Authored and published articles analyzing political, social, cultural, and economical developments in India in the context of women's experiences and LGBT+ rights, and advocating gender equality.
- Streamlined content planning by coordinating with interviewees, and ensured timely publication as per the partner-agreement.
- Collaborated with various in-house teams for video production and events planning.



Senior Correspondent

YourStory Media

Sep 2015 - Jan 2021 (5 years 5 months)

YourStory is a the go-to media platform for the Indian startup community.

- Enhanced the quality of the content with exclusive, in-depth, data-driven feature articles on the Indian startup ecosystem, government policies, and on growth of sectors like e-commerce, mobility platforms, clean-tech, consumer tech, and more.
- Interviewed and profiled hundreds of entrepreneurs, fund managers, angel investors, venture capitalists, and change-makers in India and abroad, including Alibaba CEO Daniel Zhang, Amazon India head Amit Agarwal, and Booking.com (ex)CEO Gillian Tans.
- Spearheaded daily publication of listicles and weekly publication of lifestyle pieces via Wordpress by coordinating with the editorial team.

- Played a significant role in transforming the editorial content to boost monthly pageviews from 3 million to 12 million between 2015 and 2020.



Correspondent

The Economic Times

Dec 2014 - Aug 2015 (9 months)

- Reported daily news, communicating regularly with civic bodies and other organisations relevant for journalists.

- Covered events, and authored feature stories on real estate, sustainability, workplaces, lifestyle, technology, startups, and more, at India's most-circulated business newspaper.

- Successfully met deadlines for filing articles daily, ensuring flawless English and catchy storytelling.



Sub-Editor

The Hindu

Jun 2010 - Aug 2012 (2 years 3 months)

- Edited news copies in the national desk and regional desk by implementing fact-check, text editing, spell-check, rewriting, grammar corrections, and page making, diligently for the most respected English language newspaper in India.

- Ensured that the pages go to print on time, as per the company's strict deadlines, overseeing the night shift team for the same.

Education



University of Bristol

Master of Science (MSc), International Relations and Affairs, Gender
2012 - 2014



Asian College of Journalism, Chennai

Post Graduate Diploma in Journalism
Jul 2009 - May 2010



Sacred Heart College, Cochin

BA English (with Copy Editing)
Jun 2006 - May 2009

Skills

Report Writing • Business Journalism • Content Marketing • Copy Editing • Storytelling • Creative Writing • Brand Development • Copywriting • Video Editing • Research Skills