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#### Academic Qualification

Qualification	Degree	Year	Board/University
<b>PG</b>	Masters in Media and Communication (Specialisation:Journalism)	2010	Symbiosis International University (SIMC)
<b>Graduation</b>	BA – Journalism	2008	MOP Vaishnav College of Women, Chennai
<b>XII</b>	HSC	2005	Central Board of Secondary Education
<b>X</b>	SSC	2003	Central Board of Secondary Education

#### PROFILE SUMMARY

- With a Masters in Media and Communications (Major: Journalism) from Symbiosis International University, Pune, I am highly organised, have an eye for detail and a knack for analysis, am an effective communicator, a quick learner, tech-savvy and result-oriented.
- I have about seven years of experience in business communication, journalism, product management, QA/QC, market research, trend review and commentary, and corporate, public and media relations.
- Experience working on the media side as well as corporate side of business.
- Production of equity research reports and projects for Non-Japan Asia and Australia with positive feedback and appreciation from clients and management of a top global investment bank.
- Editor and communications specialist adept at business writing and copy editing/proofreading. Creation of concept-based communication for product collaterals and marketing communication.
- Experience working across the media spectrum, from print and broadcast to the Internet, across beats from finance and education to lifestyle.
- At ease with technology and can converse fluently in English, Hindi, Tamil and Malayalam.

#### Work Experience

<b>Organization:</b>	NorthAlley (India) Pvt Ltd		
<b>Designation:</b>	Chief Content Strategist	<b>Company:</b>	Full-stack IT development company based in California operating in racing and gaming industry; also an incubator for start-ups
<b>Responsibilities:</b>	<ul style="list-style-type: none"><li>Formulate communication strategy and literature</li><li>Oversee marketing communication campaigns</li><li>Prepare corporate presentations, investor pitches</li><li>Website content management and design consultancy</li><li>Write/edit blogs for start-ups across verticals (education, e-commerce, gaming, etc.)</li><li>Social media strategy, review and management, and image consulting</li><li>Events and exhibitions participation, planning and execution</li><li>Internal communications, employee onboarding/ process training, planning and preparation of collaterals for internal communications, and employee engagement activities</li></ul>		

<b>Organization:</b>	BS Limited		
<b>Designation:</b>	Manager – Corporate Communications	<b>Company:</b>	Stock market-listed infrastructure solutions provider for Power T&D sector

<b>Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Communication strategy, communication literature, communications deliverables</li> <li>• Create and execute marketing communication campaigns</li> <li>• Write/edit/advice on chairman/senior management communications</li> <li>• Prepare corporate presentations, brand development and strategy to promote brand, products and services, website content management and design consultancy</li> <li>• Content development and management, product design, visual representations</li> <li>• Public relations, media relations and investor relations</li> <li>• Social media management and image consulting</li> <li>• Annual report drafting and content management</li> <li>• Events and exhibitions participation, planning and execution</li> <li>• Internal communications, employee onboarding/ process training and employee engagement</li> </ul>		
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<b>Organization:</b>	The Finapolis; Invest & Harvest		
<b>Designation:</b>	Assistant Manager - Editor	<b>Company:</b>	The Finapolis: Personal Finance-focused magazine and portal of the Karvy Group; Invest & Harvest: Commodity research magazine
<b>Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Production of 80-page magazine (The Finapolis) on a fortnightly basis and 25-page magazine (I&amp;H) on a monthly basis</li> <li>• Sole journalist and editor</li> <li>• Freelancer coordination and invoicing</li> <li>• Photographer assignment and procurement</li> <li>• Review of advertising material and product placement assistance</li> </ul>		

<b>Organization:</b>	CRISIL GR&A		
<b>Designation:</b>	Editor - Production	<b>Company:</b>	Subsidiary of S&P's (Global investment banking client)
<b>Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Production of financial reports, products and projects for Non-Japan Asia and Australia</li> <li>• Meeting regulatory requirements and averting reputation risk for the bank</li> <li>• Proofreading, editing/writing, content development, product design, visual representations, adherence to house style, McGrawHill-approved standards</li> <li>• Quality control, market and industry research, MIS reporting</li> <li>• Coordinating, assimilating data and communicating cross-channel with analysts, senior management, compliance and pagination teams, and clients across the globe, ensuring fluid process and smooth workflow for timely delivery of quality product</li> <li>• Have also handled production of major conference books (250-300 companies attending) and deal reports (IPOs, prospectus review, business proposals, merger and acquisition etc.)</li> <li>• Outside of work profile, active in planning and preparation of collaterals for internal communications and employee engagement activities at Crisil as well as client's, apart from information exchange and coordination of communication between Crisil and client.</li> <li>• Excellent work review and appraisals, positive feedback from senior management, client satisfaction, status of 'go-to-person' for many analysts for queries on process.</li> </ul>		

<b>Organization:</b>	Moneycontrol.com		
<b>Designation:</b>	News Editor	<b>Company:</b>	India's largest financial portal; property of CNBC-TV18, Network18 Group

<b>Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Writing and editing news, market-mover analysis, monitoring live feeds, QC/QA of CNBC-TV18 stories, coordinating and conducting interviews of analysts and senior management.</li> <li>• Market research, industry analysis, trend review and commentary, data sourcing, report generation, data mining and data visualisation.</li> <li>• Uploading stories on the portal and ensuring reduced time-to-market of all content, checking for right SEO usage, writing/rewording titles and headings, monitoring and reviewing viewership data, ranking stories on the site for more viewership and clicks</li> <li>• Founding member of the radio talk show podcast by Moneycontrol; research, trend analysis and scripting for the show, hosting daily show before market</li> <li>• In-charge of the Twitter handle for Moneycontrol.com</li> </ul>
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<b>Organization:</b>	Outlook Profit		
<b>Designation:</b>	Sub Editor	<b>Org Desc.:</b>	Stock market-based magazine; property of Outlook Publishing Group
<b>Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Editing and proofreading copies, writing stories and fillers, market research and analysis, trend review and commentary, data mining and visualisation, graphic representation of facts and figures from weekly analysis of market/investor trends, scanning copies for news edge, rewriting for inverted pyramid style and interesting introduction, catchy headlines, ideating for stories and format/layout innovation.</li> <li>• Conducting interviews of top management (CEO, CFO, CIO) of different companies, analyst interviews and collation of analyst views on topics of concern, point of contact for public relations officials, coordination with photographers, cartoonists and stringers/freelancers for contributions, guest articles and letters to the editor.</li> <li>• Documenting invoices and follow-up with accounts department, ensuring timely remuneration to contributors, redress grievances or forward to respective departments.</li> <li>• Coordination with marketing and sales teams for advertisements/circulation and pagination team for layouting. Review and feedback of final format.</li> <li>• Quality check and timely production of the 80-page fortnightly.</li> </ul>		

### Freelance Work

- Articles on social and development matters, apart from lifestyle and culture, for the internet portal- **Chennaionline.com**
- A small stint at Page 3 journalism for **Tourin Talkies**
- Worked on a project for **TTK & Co**, creating content for a travel guide for foreigners
- Designed logo, visiting card, letterhead and brochure for **Helical IT Solutions**, a data warehousing and Business Intelligence services provider. Ongoing communications audit
- Project with **Oriental Cuisines Pvt. Ltd**, capturing their work profile on a brochure
- Project for **All India Radio**, broadcast on AIR Chennai B

### Internships

- **The New Indian Express, Chennai**, for a period of one month. Article writing, consumer analysis, lifestyle and trend monitoring, art reviews, celebrity interviews, guest phone-in feature stories, ideation and creative pagination. Five feature stories went for South India circulation as Cover Story with byline in the Youth Express. One story featured and framed on the wall at the Express office, Hyderabad.
- **Sify (Interactive desk)**, Chennai, for a period of one month. Feature articles posted online with bylines, editing agency stories to fit the house style.
- **The Financial Express**, Chennai, for one month. Writing business articles, covering product launches and editing financial stories, apart from page designing for printing in the Hyderabad and Bangalore regions.
- **The Times of India, Pune**, for two months. Feature stories published with bylines, fashion and lifestyle commentary, trend analysis, celebrity interviews.

- **The Hindu, Bengaluru**, for two months. Writing articles, editing, developing industry contacts, conversion of press releases into newsworthy articles, press coverage at events, product launches, research, conducting interviews, social, economic and development related articles. About 48 stories were published during the course of the two-month internship, few with bylines. One story adjudged The Most Popular on their Beta Site.

### **Certificate Courses / Workshops**

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- Workshop on Fundamental Analysis by the BSE Training Institute, Dalal Street
- Business English Certification (ESOL) by Cambridge; achieved 'A' grade in Vantage Level
- French DELF 1 from Alliance Française de Madras with a score of 85%
- UGC Courses: Audiography and Videography
- Skill Development/ Training and Development: Communication skills, Presentation Skills, Personality development, Management and Leadership Skills, Copy editing skills, Writing for electronic media, Theater arts and Yoga

### **Technical Proficiency**

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- Softwares: MS Office
- Databases such as Bloomberg, Reuters, RAVE, Capitaline
- Operating Systems: Windows 98, Windows XP, Vista, Linux Red Hat 4.0
- Designing Softwares: Adobe Photoshop, InDesign, QuarkXpress, Illustrator and Page Maker
- Advanced Internet user with good searching and navigational skills

### **Awards and Accolades**

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- Excellent work reviews from management and clients; praised for quality work and client satisfaction by Head of APAC of a global investment bank, a client of Crisil's
- Rank 53 - Global English Language Test conducted by IFSE
- Honoured with a story framed on the wall at The New Indian Express, Hyderabad. Story adjudged 'Most Popular' on the Beta Site of The Hindu
- Best Achievement Award for the year 2007-08, MOP Vaishnav College, Chennai
- Ever-Rolling Trophy for the Best Outgoing Student (2005) at Bharatiya Vidya Bhavan, Elamakkara
- Prizes in literary and cultural events at State-level school youth festivals (All Kerala Bhavans Youth Fest, All Kerala CBSE Schools Youth Fest., BQC etc)

### **Leadership Responsibilities held**

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- Achieved status of go-to person for processes of equity research production at a global investment bank, a client of Crisil's
- Within the first year, assigned to lead a team of analysts and editors to produce a conference guide book for an event attended by nearly 300 companies worldwide
- Single-handedly managed production of a deal book where the investment bank was the book-running lead manager for an IPO
- Coordinator for CNBC-TV18's nexus with Crisil for Mutual Funds Star Awards
- In-Charge of Twitter handle of Moneycontrol.com
- Part of founding team of Moneycontrol Podcast and Radio programme
- Elected Journalism Representative to Students' Council, Symbiosis Institute of Media and Communication and Placement Coordinator for the year
- Captain at Bhavans Vidya Mandir, Elamakkara, Kochi

### **Other skills and interests**

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- Languages : English, Hindi, Tamil, Malayalam
- Arts: Music, Crafts and Painting
- Travelling and Mentorship