

Profile Summary

A cumulative work experience of **9 years** across **Content, News and Website Management** has enabled me to hone my skills in the areas of – **Campaign Strategy, Content Operations, Product and User Behaviour.**

Key skills and competencies

- Communication skills
- Leadership qualities
- Partner management
- Analytical skills
- Strong writing skills
- Quick learner

Professional Experience

ByteDance, Gurgaon **Community & Content Specialist** **May 2020 – Present**

- Check daily trends and update content forums on the app
- Manage event based campaigns, designs and push notifications
- Handle partner accounts – OGCs and UGCs
- Explore viral videos, hashtags and trending content on Twitter, Instagram, YouTube and Facebook
- Check CTR, impressions and other growth parameters

Xiaomi, Bengaluru **Specialist – Content Strategy & Operations** **May 2018 – April 2020**

- Lead the Mi Browser (MIUI) team, managed content strategy and operations
- Managed event based campaigns, banners, push notifications, social media pages
- Explored viral videos, hashtags and trending content on Instagram, YouTube and Facebook
- Managed content feed, filter trending tags & keywords, write articles, map categories
- Handled UX/UI of the product, monitor revenue details, integrate content, build partnerships
- Kept a check on daily operations & collect user feedback

Achievements

- Surpassed Google Chrome April 2019 onwards in terms of App DAU
- Increased Browser user base by introducing local language content
- Increased user engagement by introducing content diversity

UC Web (Alibaba), Gurgaon **Manager - Content Operations** **Feb 2017 – Apr 2018**

- Responsible for market research, campaigns, blogs, trending and viral stories
- Managed articles and blogs for 4 categories - Society, Politics, Economics and Opinion
- Managed S and S+ level partners including top journalists, NGO owners and well-known writers

India Today, Noida **Chief Sub Editor** **Nov 2014 - Feb 2017**

- Managed India Today website, produced news articles, videos, photo galleries and handled news description on Google News

CNN-IBN, Noida **Senior Desk Editor** **Oct 2011 - Nov 2014**

- Managed alerts, news flash, breaking news
- Received award for making CNN-IBN the first channel to inform the audience of PM Modi's US visit

NDTV, New Delhi **Junior Producer** **Sept 2010 - Sept 2011**

- Managed NDTV website by updating and editing News and Prime Show content

Academic Qualifications

Degree	Year of completion	University
Post-Graduation - Mass Communication	2010	Wigan and Leigh College
Graduation - B.A. Hons (<i>History</i>)	2009	Hindu College, Delhi University

Interests and Hobbies

- Photography
- Basketball
- Art
- Theatre