

LOREM ISPUM

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MIDDLE LEVEL PROFESSIONAL

Editing / Literary Reporting / Feature Writing - Publishing Industry

A dynamic & result-oriented professional with exceptional expertise of 5+ years in: Feature Writing
♦ Copy Editing ♦ Proofreading ♦ Commissioning Creative Non-Fiction ♦ CMS ♦ InDesign ♦ MS Word ♦ Blog Writing ♦ Newsletter Writing ♦ Content Moderation ♦ Content Quality Management ♦ Styling & Editing Text ♦ Project Management ♦ Team Management

PROFILE SUMMARY

- Dynamic professional with 5+ years of experience in Editing, Content Development, Writing Features/ Columns, Reports, Proofreading, Liaising, Team Management; capable in managing end-to-end publishing house operations including editorial development/ management, copy editing, content writing, etc. with a keen eye on quality to ensure continued success
- Demonstrated excellence in product ideation, taking up new topics & conducting in-depth research
- Significant experience in covering, writing and editing content for features, off-beat stories, reports and content for newspapers. Keen sense of print media, matured outlook on coverage, analysis with an intuitive talent for connecting with the target audience
- Proven ability to extensively research on the stories editorially while developing a strong network with the Media Fraternities. Proficient in developing compelling line-ups and packages of breaking news and feature stories
- Established professional credibility as a creative editor with out of box thinking and aptitude for innovations. Effective communicator with analytical, problem solving & organizational abilities

CAREER HIGHLIGHTS

- Commenced the commissioning of a column in Men's Health India Magazine for the 1st time in 9 years of publication
- Significantly contributed as the part of a team which worked towards increasing the ranking of the website from % to % by WRI Standards
- Instrumental in administering the production of Gobar Times, a 20-page monthly supplement for children
- Efficiently wrote:
 - Features on health, fitness, nutrition, relationships & fitness
 - Book, film & restaurant reviews & previews of cultural events in Delhi
- Successfully interviewed various authors, artists, dancers & musicians
- Played a stellar role as a Media Consultant for LILA Foundation for Translocal Initiatives (2012-13)
- Actively participated in Indian Youth Jam'15 and Learning Societies Unconference'16
- Served as the Member of Screening Committee, Jeevika Documentary Film Festival (2015)

FREELANCING ASSIGNMENTS

Since 2017: Freelance Development & Copy Editor

ORGANIZATIONAL EXPERIENCE

Since Jan'16 | Down To Earth, Centre for Science and Environment, New Delhi | Sub Editor

May'14 – Dec'15 | Men's Health, India Today, Noida | Senior Feature Writer & Sub Editor

Oct'12 – Sep'13 | First City, Delhi | Staff Writer

Nov'11 – Jun'12 | Le CITY Deluxe, Delhi | Content Writer

Key Result Areas

- Coming up with story ideas for news features, trends in health and society and pitching the same to the editors
- Organizing material and completing writing the assignment according to set standards regarding order, clarity, conciseness, style and terminology
- Researching and writing objective copies for submission, keeping in mind the deadline
- Planning and designing the writing style, using appropriate headlines/ captions and illustrations for enhancing the general presentation of the articles
- Editing final transcriptions and taking adequate measures to ensure quality product is prepared within the time deadlines