

## Areas of Expertise

### 1. Editorial and Newsroom Leadership:

- Hire, train, and mentor editorial teams for website and social media
- Train writers, reporters, videographers, and visual designers for authenticity, depth, and accuracy in content creation and promotion.
- Coordinate with social media, product development, marketing, and tech teams for content strategy.
- 10+ years of experience in digital newsrooms: Spearheading 24x7 operations (Times of India, Economic Times, HT (Mint), Asianet News).
- Expertise in multi-media and visual journalism—the how and why of integrating text with videos, images, and graphic design.
- Knowledge of media analytics: Identify opportunities; discuss reports and provide actionable insights to senior leadership.
- Coordinate with digital marketing teams for SEO strategies.

### 2. Strategic Communications:

- **Reputation** management: Ideate, develop, and execute communication strategies to showcase values and accomplishments.
- **Write, research, and edit**: Translate complex research and scientific findings into compelling stories for website updates, etc.
- **Navigate complex situations**: Secure cooperation from internal and external stakeholders; monitor regional and global trends.
- **Coordination**: With Centres of Excellence (CoEs), departments, faculty, alumni, placement, and admissions to execute their goals.
- **Executive communication**: speechwriting, creating talking points, and thought leadership articles for newspapers and periodicals.
- **Media relations**: Spokesperson--responding to inquiries; tactful dealing with competing stakeholders—internal, government agencies, etc.
- **Internal Communications**: Streamline communications to align departments, and centers including leadership towards the core Vision and Mission of the organization/institute.
- **Analyze marketing** and communication campaigns; discuss reports with leadership, manage the expectations & adjust strategy to increase effectiveness.

### 3. Content Development and Marketing

- Oversee, develop, and disseminate quality content by collaborating with crucial teams— leadership, editorial, sales, marketing, product development, and technology.
- Create compelling stories from all forms of content--institutional research, case studies, reports, conference & policy papers, student achievements, etc.; amplify the work in a language that is clear, jargon-free, accessible, and honest.
- **Analyze and test content performance** using data tools to meet KPIs, and metrics, and drive revenue through content.

- **Repurpose and adapt** existing and archival content for new geographies and new audiences; shaping it with a unique touch for different platforms from Twitter to Instagram.
  - **People management**—hire, train, and mentor content and editorial; train members on multi-media storytelling.
  - Drive a data-driven, analytical culture, where data and insights inform editorial and business strategy.
  - Plan with finance and marketing: Determine the content formats and channels for growth and exit of unprofitable sections.
4. **Social Media Management:**
- **Platform expertise:** Craft **unique content** to suit the distinct platform personalities of Twitter, Facebook, Instagram, YouTube, and LinkedIn; track the content performance on each.
  - Drive brand strategy using **specialized tools**--HootSuite and Sprout Social to uncover trends & and extract actionable insights.
  - **Social Media Analytics:** Track performance; identify top-performing campaigns to optimize future ad spend.
  - **Execute Social media calendar:** To improve the metrics--Likes, followers, comments, Retweets, reach, and impressions
  - **Social Listening:** Analyze social conversations, unfiltered thoughts, opinions, and feedback to enhance the current strategy.
  - **Social Automation:** Prepare publishing blueprint; schedule the posts to pull audience during peak engagement time.
5. **Use of analytical tools: To study content, website, and social media performance**
- In-depth knowledge of data tools—Chartbeat, HootSuite, ComScore, Google Analytics & Google Search Console to extract rich insights and design reports for stakeholders.
  - Plan editorial, content, and social media strategy using data charts to understand how the audience is connecting with content at the moment--across channels, and devices.
  - **Real-time decision-making:** Prepare weekly, monthly, and annual **reports** on websites and social media performance for the leadership, editorial, marketing, sales, and product development teams to discuss the insights.
  - Build **new digital products:** Using real-time data and personalize customer experiences and retain audience loyalty.
  - Study readers' journey: Discuss to align editorial, product, and business teams and develop a cohesive plan for conversion.
  - **Historical Dashboard:** Evaluate content performance and valuable trends over time.
  - Monitor content performance on desktop and mobile, and identify the differentiators to improve engagement and loyalty.
6. **Work with the Digital Marketing team**
- Shape the content for all marketing strategies--SEO, Paid Media, LinkedIn, Facebook, including Email Marketing
  - SEO Optimization (both on-page and off-page): To improve ranking on Google Search.
  - Conduct Monthly SEO audits: To improve mobile-friendliness, and page speed, and remove broken links, and duplicate content.

## 7. PR and media strategy to build brand awareness and reputation

- Develop and execute a PR strategy with structured deliverables
- Thought Leadership: Nurture relationships with writers, journalists, and editors to showcase the work and intellect.
- Media monitoring: Evaluate media trends, and repurpose content for different platforms.;
- Act as the spokesperson for all incoming media queries and opportunities.

## 8. Foundation: Rich experience in the book publishing industry

- Moving the raw manuscript from the author to the printer;
- Managing multiple projects, adhering to deadlines, without compromising on production values.
- Training the editorial team: In style guide, working with proofreaders, freelancers, and designers; managing and nurturing author/agent/editorial relationships; ensuring best practices are sustained across projects and workflows.

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## Career Highlights

From December 2022 Vidyashilp University: Head of Communications; Associate Professor, Communication Design, School of Liberal Arts and Design Studies

- Set up the Communications function.
- **Craft high-quality** webpage content:
  - ❖ Embed relevant keywords; use SEO-optimized title tags, meta descriptions, etc.
  - ❖ Update Blog posts: Ideate the topics and execute the blog calendar to improve Search Engine Results Pages (SERP) ranking.
- **Faculty** collaboration for workshops, shaping opinion articles, etc.
- **Stakeholder engagement**: Showcase unique offerings--Interactive Curriculum Builder, Experiential Learning Courses, and Global Partnerships.
- **Work with the Admissions and Outreach team**
  - ❖ Discuss insights from the CRM platform (Leadsquared--lead capture & nurturing, student journey tracking, identifying drop-off areas, and plugging the leaks.
  - ❖ Monitor the content and design quality of all admission-related print and digital assets
- **Content writing**: Research, write, and edit higher education-related topics--NEP 2020 including UGC guideline documents.
- **Website and social media management**
- **Revamp YouTube Strategy**: Set up a 3-member videography team; work with faculty and students to ideate and execute videos.
- **Quality check** of all communication assets--print and digital ads, signages, hoardings, merchandise including video shoots.
- **Teaching component**:  
Took classes for UG B. Design students--Fundamentals of Communication Design with Data Visualization; Narrative and Storytelling; Content, Cognition &

## 2021 to 2022 Communications and Social Media Head, Azim Premji Foundation and Azim Premji University, Bengaluru

- Executive Communications: Coordinated with VC, Registrar, and senior leaders for both Azim Premji Foundation and Azim Premji University for distinct brand positioning strategies.
- Researched, wrote, and edited leadership speeches and presentations.
- [Profile enhancement](#) of faculty and staff.
- [Website and social](#) media management.
- [Microsite analysis](#): Thorough audit of over 15 microsites--on relevance and integration with brand values and main values.
- Executed niche campaigns for the Field and Philanthropy arms of the Azim Premji Foundation to resonate with educators and partners.
- [Brand guidelines: Maintaining consistency](#)
  - ❖ Color, design, language, and tone are followed in all products--newsletters, web pages, social media posters, publications, research papers including brochures.
  - ❖ Regular meetings with admissions, alumni, placement, web developers, and social media teams to ensure compliance.
- [Communications and editorial support](#): For upcoming new campuses, release of flagship reports, and special editions of the University magazines (in Science, Mathematics, and Education).
- [Public affairs engagement](#):
  - ❖ Upholding the principle: Foundation only facilitates and does not take over government structures and policies;
  - ❖ To ensure that this tone is maintained during interaction with bureaucrats, agencies, and content publishing.
  - ❖ Support to Parliamentarians and State Legislative Members: Prepare explanatory notes on key areas of NEP 2020.

## Feb 2020—May 2021 Head of Corporate Communications, Birla Institute of Management Technology (BIMTECH), Greater Noida.

- Strengthened the Birla Group legacy through the Vision, Mission, and Values (V, M, V) document; conceptualized and executed strategic narratives for print, digital, and social media.
- [Crisis and reputation management](#): Provided guidance to senior leadership--Directors, Registrar, Deans, and Chairpersons, articulated the Institute's position via personal interviews and/or written responses.
- [Leadership in Management Education](#): Developed opinion articles (Op-eds) that showcased the leadership stance on various issues and emerging trends in management education.
- [BIMTECH Placement Office](#):
  - ❖ Supported the placement cell to achieve the targets for the annual recruitment, summer internships, and live projects.

- ❖ Tracked the average salaries year-on-year to improve the quality of placements by screening job opportunities, quality, and reputation of companies visiting the campus.
- ❖ Organized the summer and winter internships in companies that were most likely to offer conversion into final placements.
- ❖ Established strong bonds with industry bodies like FICCI, CII, and ASSOCHAM; collected job requirements, and shared the same with students and faculty.
- ❖ Engaged with corporates for strategic activities--panel discussions, conclaves, workshops, and competitions.
- ❖ Brought new-age startups and managed relationships with existing corporate clients; invited them for interviews.
- ❖ Supported and tracked the placement logistics, confirmation of role, joining date, offer letter, etc.
- ❖ Participated with trainers in various assessments to evaluate students for potential placements.
- ❖ Shared comprehensive industry feedback, trends, and expectations with students, senior leadership, and faculty.
- **Career Guidance**
  - ❖ Counselling the students regularly to ensure that their expectations and skill levels aligned with market needs.
  - ❖ Coached the students in presentation, interpersonal, communication, and other soft skills for interviews.
- **Training and skill development**
  - ❖ Invited industry veterans for seminars and guest lectures on skill development.
  - ❖ Planned, monitored, and executed skill development programs designed for students across departments and centers.
- **BIMTECH newsletter: Developed, published, and disseminated**
  - ❖ Shared high-quality, targeted content with high-stake groups like alumni, prospective students, and parents.
  - ❖ Promoted new courses/initiatives, research, and upcoming conferences to maximize credibility.
- **Website and social media content management:** Developed and uploaded the content on the BIMTECH website and all social media channels; evaluated the website performance and ensured a consistent look.
- **AACSB Report:** Coordinated, developed, and edited the final draft of the AACSB (The Association to Advance Collegiate Schools of Business) Accreditation Report and the BIMTECH Annual & Departmental Reports.
- **Multi-media content Production:** Conceptualized and executed engaging video content (short and long format).
- **In-house faculty training:** Arranged faculty workshops to train for research presentation, public speaking, and adopting digital and social media best practices.
- **Media Relations:** Served as the institute Spokesperson, and principal contact for media inquiries for coverage in print, digital news outlets, and electronic media.
- **Worked with key stakeholders**—senior management, faculty, alumni, international collaborations, Faculty, Marketing, and Admissions including student clubs to achieve departmental and University objectives.
- **Set up the Communications Team:**

- Hired, mentored, and evaluated the performance of team members; tracked the emerging trends in higher and management education from the news ecosystem; prepared insightful reports for multiple stakeholders—senior leadership, faculty, digital marketing agencies, etc.

#### 15th September 2015 to August 2019 Editorial and Social Media Head, Asianet News Media Pvt Ltd

- **Pivot to videos:** Ideate and execute video stories; train the team on FB Live, Twitter Live, etc. to create compelling and real-time content.
- **Repurpose content:** By switching formats (from text story to video or podcast, or going for FB Live) to bring new audiences.
- **Breaking News coverage:** Execute the content flow using SEO strategy and keyword research to maximize traffic.
- **Manage far-flung newsrooms:** Coordinate with regional teams located in five southern states of India to relay the top stories.
- **Digital Storytelling with a 'Product' Mindset:** Trained the team to multi-task--report, write, edit, FB live, tweet, give SEO header, attach images, and videos, give breaking news headers before writing analytical content, go on Ask Me Anything (AMA) sessions on Twitter, check your social media performance, engagement and comments by readers.
- **Social Media Management:** Track Social Metrics--conversion rate, impressions, and video views; plan unique strategies for each state.
- **Influencer marketing:** Identify, track their reach & relevance, and collaborate to build synergies--short and long term.
- **Multiple newsrooms:** Expanded and managed the core team in Bengaluru (Headquarters) and operations in Hyderabad, Thiruvananthapuram, Chennai, and the Middle East.

#### July 2007 to April 2015 Deputy News Editor, Times of India and Economic Times (Head of Content: Integrating the Print and Digital)

1. Spearheaded **newsroom operations:** 24x7, across 4 shifts
2. Developed stories from data: Shaped original content from data trends and readership patterns.
3. Developed multimedia content pages for the Budget Day coverage
4. Developed the 'Opinion', 'Personal Finance', 'Tech', Politics, and Economy among many other sections on the website.
5. **Head of Special Projects** like Showcasing India's entrepreneurial journey--extensive coverage of Koramangala startups.
6. Integrate the newsroom operations with the SEO Team

#### April 2006 to May 2007 Senior Content Editor, *livemint.com*, Hindustan Times

- Was an integral part of the launch team of *Mint* (business paper of *Hindustan Times*, in collaboration with *The Wall Street Journal (WSJ)*). *Mint* is India's first newspaper in the Berliner format, designed by Mario Garcia, the renowned newspaper and magazine designer based out of Italy.
- Studied the art of combining content with design under Garcia to engage Gen-Next leaders from the worlds of business, finance, technology, society, law, and entertainment.
- *Mint* was India's 1<sup>st</sup> integrated newsroom (print+digital); pioneered data journalism with extensive use of infographics in stories.



- Extensive training in Eidos Méthode, the latest media software.
- Interacted with Garcia's team for over 3 months to understand the impact of design and layout for multi-media storytelling (combine text with image, video, and audio; plan for desktop & mobile).
- Design thinking from small to large: Create a story for the small screen of the phone, then adapt it to larger platforms.
- Publish multimedia content for print, digital, and mobile apps with one-click posting, accessible on any device, from any location.
- Weekend *Mint Lounge*: Part of the launch team--a visual treatise on leisure, luxury, books, cinema, theatre, art, cuisine, travel, etc.

#### March 1999–Feb 2006 Publishing Manager, LexisNexis Butterworths

- Foundation of LexisNexis India's editorial operations:
- Hire, train, and mentor the editorial team on all aspects of book production--prelim pages, cover design, bibliography, and indexing; check for ambiguity, misleading content, and copyright issues.
- Improving the efficiency of the publishing schedule: avoid cost overruns; establish backup plans to tackle production delays.
- Setting up the 'Style Guide' for authors, editors, typesetters, and proofreaders; maintaining excellence in publishing standards.

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#### Editorial and Communications Consultant at:

- ❖ Manipal Institute of Technology, Manipal (was offered a full-time role as [Deputy Director--Public Relations and Communications](#))
- ❖ ISBR Business School (was offered a full-time role as [Director of Communications](#)).

#### Education

- ❖ Human Resource Management course from XLRI, Jamshedpur, 2015
- ❖ M. Phil in International Law and Diplomacy, Jawaharlal Nehru University (JNU), New Delhi, 1997.
- ❖ M.A. in International Relations, School of International Studies, Jawaharlal Nehru University, New Delhi, 1995.
- ❖ B.A. in Political Science and Sociology, University of Madras, 1993.

#### Passionate about:

- ❖ Teaching school children; was part of the 'Teach India' Campaign.
- ❖ Ancient and Medieval Indian and World History; Art and Architecture; Painting
- ❖ Research: Impact of Artificial Intelligence in media and storytelling

#### Current: AI for Everyone (Coursera)

**Languages Known:** English, Hindi, Malayalam, Tamil, Telugu, and Kannada; (learning French)

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