

ABHISHEK MURALIDHARAN

• 7760788871 • abhi17jan@gmail.com • linkedin.com/in/abhishek-muralidharan

Work Experience

WJEC CBAC

Operations Assistant

May 2024 - August 2024

Responsible for checking, scanning, and verifying exam scripts to ensure the accuracy and integrity of results.

Haymarket SAC Publishing (PrintWeek and WhatPackaging? magazines)

Consulting Editor

September 2021 - December 2021

- Supervised editors and writers, generating concepts and strategies for features and news stories. Guiding in production planning and editorial calendar management for the bi-monthly B2B publication WhatPackaging?.

Associate Editor

March 2020 - August 2021

- Managed the WhatPackaging? magazine, overseeing a team of writers and designers to ensure articles were delivered on time and budget for print and online. Editing news stories and features for PrintWeek magazine.
- Generated an effective editorial and marketing strategy that enhanced the publication's outreach by 8%. Developed a hassle-free feedback mechanism to improve the magazine's quality and enhance consumer engagement.
- Organised the annual PrintWeek Awards and sustainability-oriented conference Circular Economy Forum.
- Devised strategies to increase subscription outreach by 12%. Sourced, authored, and composed daily newsletters.

Editorial Assistant

July 2018 - February 2020

- Conducted interviews with top personnel, C-Suite, and stakeholders in the printing and packaging industry.
- Travelled for the coverage of trade shows and exhibitions. Website and newsletter management.
- Curated content for social media and webinars. Managed CMS organised and composed daily newsletters.

Talksports 24x7

Freelance Sports Journalist

February 2018 - October 2018

- Reported Hero Indian Super League matches, the premier football league in India. The role included real-time social media reporting and filing statistical post-match analysis reports written with attention to detail.

Chrysoprase Multimedia (Modern Plastics India magazine)

Junior Editor

January 2018 - June 2018

- Worked collaboratively with the marketing and sales teams for brand management. Increased magazine's readership by 15% in 4 months by diversifying the editorial content and strategically devising marketing campaigns.

Editorial Intern

December 2015 - November 2016

- Coordinated with senior editors to manage production deadlines. Created SEO-optimised innovative digital content for the brands' social media platforms. Garnered a 10% increase in subscribers for the publication.

Education

MSc Computational and Data Journalism, Cardiff University

January 2023

- Finance and Business Journalism, Digital Investigation, Computational Thinking, and Data Journalism.
- Thesis on sudden cardiac arrests in athletes comprising web building, scraping, data analysis and visualisations.

B.E Printing and Packaging Technology, SIES Graduate School of Technology

May 2018

- Offset Printing, Engineering Mechanics, Colour Management, Packaging Design, Plastic Manufacturing.

Skills

- Proficient with Adobe InDesign, Illustrator, and Photoshop.
- Editing, proofreading, and handling content management systems.
- Cleaning, parsing, and querying large datasets with Python and Microsoft Excel.
- Datawrapper, Flourish, Tableau, and Python for data visualisations.