

# NAJOOK PANDYA

FEATURES WRITER &  
HOSPITALITY JOURNALIST



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## PROFILE

Well versed with different forms of writing and a sense of aesthetics, I like exploring new industries and their many facets by reading and networking. Along with sharpening my language skills, I like to learn new technologies and software. I am currently exploring opportunities in hospitality sector.

## SKILLS

Feature writing  
Copywriting  
Digital marketing  
Editing  
Proofreading  
Editorial tasks  
Audio transcribing  
Networking  
Ideation  
Research  
Digital publishing  
Magazine journalism  
Photography  
Traslation

## SOFTWARE/TECH

Google Suite  
WordPress  
InDesign  
Google Analytics  
Constant Contact/MailChimp  
HTML + CSS

## WORK EXPERIENCE

**Hospitality Trendz magazine | Features Writer**  
FEB 2017 - PRESENT

As part of a small, international editorial team, I handle multiple divisions of the B2B magazine's offline and online footprint. While working directly with editors, art directors, graphic designers, and IT guys, I wear many hats as a core team member of the hospitality media startup, such as:

- Ideate, research, and draft interviews, features, and other write-ups
- Conduct digital marketing and email newsletter campaigns
- Plan strategies from engagement data and analytics
- Create editorial style guide with editors
- Actively involved in editorial and marketing tasks such as planning editorial calendar and media kit
- Source, edit, proofread, and find relevant imagery for the content on hT's website such as news and in-house articles
- Reaching out and following up on guest contributions
- Coordinating with stakeholders to improve the product

**Independent content consultant**

MAY 2016 - PRESENT

- Brainstorm and deliver creative catchphrases, taglines, and other sections for business and e-commerce websites
- Develop content for high-end brochures
- Assist with creating aesthetic and functional UI according to content needs

## EDUCATION

**Bachelor of Engineering** | Kadi Sarva VishwaVidyalaya

2012 - 2016

Graduated with Bachelor of Computer Engineering in June, 2016.

## LANGUAGES

**English** | Bilingual proficiency

**Hindi** | Full professional proficiency

**Gujarati** | Native proficiency

## CERTIFICATION

**Digital Marketing** | Internshala Virtual Training Center

JULY 2016 - AUG 2016

Learned the essentials of digital marketing, including Google Analytics, social media marketing, email marketing, Google AdWords, and theoretical aspects of SEO.

## ACTIVITIES

- Environment conservation activist
- Coordination personnel at Pravasi Bharatiya Divas Convention 2015, an international event by the Indian Ministry of External Affairs
- Delegate in Model United Nations
- State-level chess player

## WORK EXPERIENCE

**Writopedia Consultants** | **Content Writer**

JULY 2015 - MAY 2016

Produced well researched and original corporate material, blogs and other educational content including research papers, surveys, interviews, reports, critical essays etc. across a wide variety of subjects like engineering, arts, sciences, psychology, philosophy and literature, management, graphic design etc. Provided 24\*7 support for editing and worked under very strict deadlines.

## VOLUNTEERISM

**Zoo Outreach Foundation** | **Photojournalist & surveyor**

MARCH 2016

As a Himalayan Grey Langur Project volunteer, my responsibility was to survey the villagers to understand human-animal conflict in the Khajjiar region of Himachal Pradesh. Conducted behavioral study of the said primate in wild and photo-documented the complete project.

**LDRP Institute of Technology and Research** | **Technical Writer**

MARCH 2015

As part of the editorial team of students behind the first issue of official college magazine Eternite, I gathered, researched, and developed content, along with contributing to design, printing, and publication.

## PROJECT

**ALTERMUCHI, a WordPress based magazine, social network, and blog**

SEPT 2015 - NOV 2015

Conceptualized and developed a website for local tabloid "Altermuch" that served as a blog, an online magazine-publishing platform, and a social network, exclusively for artists to connect and publish their work to a larger audience.