



CONTACT ME

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Behind Navgujarat
College, Usmanpura,
Ashram Road, Ahmedabad

EDUCATION

MA English Literature

Maharaja Sayajirao University, Baroda
2005 - 2007

BA English Literature

Maharaja Sayajirao University, Baroda
2002 - 2005

SKILLS

- Content Creation/Management
- Brand Building
- Internal/External Communication
- Editing - Content/Video
- Strong verbal & written communication
- CMS, InDesign, QuarkExpress
- Social Media, Storytelling

Abhimanyu Mishra

Dedicated, driven and goal-oriented professional with 13+ years of experience in journalism, content creation and management, thought leadership initiatives and internal & external communication. Collaborative team player, and excellent at handling multiple tasks at a time while maintaining the highest standards of speed and quality.

WORK EXPERIENCE

Content Manager

2022 - Present

Cadila Pharmaceuticals | Ahmedabad

- Creating Brand Collaterals like Marketing Copies, Brochures, Posters, Newsletters, Press Releases and all other in-house content management.
- Developing internal communication strategies, and brand voice and implementing those strategies through content.
- Creating content strategies for thought leadership initiatives for communicating important brand-oriented messages to different stakeholders.
- Copywriting for in-house events and business meets, developing post-event brand communication for internal usage.
- Managing, grooming and leading design philosophy and graphics with the in-house design team. Providing inputs and leading the charge in creating the right visual graphics.

Chief Copy Editor

2011 - 2022

Ahmedabad Times (TOI) | Ahmedabad

- Feature story writing covering topics like movies, music, current issues, lifestyle, environment, events, celebrity interviews etc.
- Editing copies, giving catchy headlines, and making the language reader-friendly, grammatically correct, crisp and contemporary.
- Page making, with software knowledge of Quark Express, In-design and CCI.
- Managing editions and leading as the edition in charge. Picking the right articles, and news pieces, and having a sharp sense of the news.
- Writing advertorials and promotional content. Managing in-house events, collaborating with artists, managing photo shoots etc.
- Leading the team of reporters, brainstorming story ideas, coordinating stories and visuals

Head Content Writer

2009 - 2011

IndiaNIC Infotech Pvt Ltd. | Ahmedabad

- Conceptualizing and Writing website content according to the latest web standards.
- Writing promotional content on daily basis for SEO purposes.
- Preparing Catalogue content, video scripts, Advertisement copy etc for product and website promotion

REFERENCES

Deepika Sahu

Former Assistant Editor /
Ahmedabad Times

Phone: 9327046793

Soumitra Das

Chief Copy Editor /
Ahmedabad Times

Phone: 9998070397