

SUNITA CHAUHAN

CONTENT AND SOCIAL MEDIA CONSULTANT

CONTACT



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Ahmedabad

EDUCATION

**Masters in Journalism and Mass
Communication** (Gujarat Vidyapith)
B.A. Economics (Gujarat University)

SKILLS

Broadcast Journalism
Production and Publishing
Search Engine Optimization Expertise
Brand Development and Awareness
Trend and Data Analytics
Project Management
Team Leadership and Collaboration

SOFTWARE

Jupiter, Q Edit, Canva, Audacity
Adobe Premier, Automation, FCP
Office Automation, Main Actor

PROFILE SUMMARY

Results-driven media professional with 17 years' experience executing successful campaigns and strategies, with a focus on new media. Skilled in creating and editing multimedia content, with a strong understanding of the latest web technologies, marketing trends, and analytics. Adept at developing and executing innovative and cost-effective strategies to drive engagement and increase brand awareness.

WORK EXPERIENCE

November 2023 – Present

Content and Social Media Consultant, Ahmedabad

- Providing brand-building strategies and social media expertise to clients and professional brands
- Actively involved in curating impactful material for a women-centric content and community platform, aiming for awareness and empowerment among women
- April 2018 - November 2022

Multimedia Broadcast Journalist, BBC World Service, New Delhi

- Led content development, SEO, and strategy for the BBC Gujarati YouTube channel, leveraging analytics for optimization
- Served as a producer and output lead for an international bulletin, BBC Samachar
- Successfully launched BBC Click (Tech Show) for the Gujarati audience
- Developed productive relationships with video editors, graphic designers, and the production team
- Ensured adherence to content style guidelines in writing headlines, picture captions, and story summaries

November 2016 - February 2018

Senior News Producer, VTV News, Ahmedabad

- Successfully produced prime-time, current affair, and debate shows (like Maha Manthan with Isudan Gadhavi, 9 Khabar - 9 Reporter, and Vishesh)
- Analyzed viewership data from past shows to identify trends in audience preferences and interests
- Directed daily editorial meetings to ensure the timely completion of news packages, teasers, and promos
- Oversaw all aspects of pre-production including researching topics, booking guests, and writing scripts

TRAINING AND SEMINAR

- Mobile Journalism
- YouTube analytics and keyword
- Gender sensitivity awareness
- Fact check training
- Climate change and Journalism
- Voice-over, Editing, Digital Media Production

CERTIFICATION

Digital Marketing and E-commerce

by Google

Environment and Journalism

by Gujarat Forest Department

Teaching Learning Methodology

by CEE, Ahmedabad

LANGUAGES

English : Advance

Hindi : Native

Gujarati : Fluent

PERSONAL

Birthdate: 31st Jan, 1983

Interest: Travel and Adventure,

Photography, Yoga, Mediation

Address: Upvan Residency,

Chandkheda, Ahmedabad

August 2015 - October 2016

Project Manager, Centre for Environment Education, Ahmedabad

- Facilitated content and material development in various projects of CEE WEST (Mobile Material Development, Joy of Learning, Wash with Akshaya Patra, Gyansetu (Digital Tool for Students)
- Conducted research to identify potential risks and develop mitigation strategies for complex projects
- Collaborated with external vendors to procure materials needed for projects in a cost-effective manner

July 2013 - April 2015

Senior Content Creator, Chitralekha Mews, Ahmedabad

- Developed & updated news on Chitralekha News Website, Twitter, Facebook, and G+
- Skilled in using SEO best practices to optimize content for organic search engine rankings
- Crafted high-quality content to engage target audiences and boost brand loyalty

July 2009 - June 2013

Project Officer, Centre for Environment Education, Ahmedabad

- Managed module development for education volunteers and conducted training programs
- Vigyan Darshan (Magazine): significantly contributed to content development for a magazine as well as translated & compiled science stories and reports received from various resources in Gujarat
- Produced newsletters, manuals, resource books, and brochures for different projects like Gramshilpi, ITI, Energy, Anand Shala, Science Express Train

August 2005 - October 2008

Copy Editor/ Bulletin Producer, ETV Gujarati, Hyderabad

- Generated regional, national, and international current affair bulletin
- Delegated tasks to a team member; ensured their write-ups meet quality and quantity standards with necessary feedback and guidance to team members
- Wrote crisp headlines after reviewing gathered news