



Sakshi Sinha

Multimedia Journalist/
Digital Content Editor

CONTACT

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📍 Gurgaon, Haryana

EDUCATION

- **Post Graduate Diploma in Integrated Multimedia Journalism**
Asian College of Journalism, Chennai
2021-2022
- **Masters in Philosophy**
Ramjas College, University of Delhi
2019-2021
- **Bachelors of Arts in Philosophy**
Lakshmibai College, University of Delhi
2016-2019

CERTIFICATES

- The Online Training: Introduction to Digital Journalism by Reuters

SKILLS

- Creativity
- Communication
- Teamwork

LANGUAGES

Hindi ● ● ● ● ●
English ● ● ● ● ●
Gujarati ● ● ● ● ●

PROFILE

From team dramatics to team bulletin, I have been dancing my way through a culturally prolific life.

As a Sub-Editor specializing in social media management, digital content curation and web writing, my expertise extends to reporting, data visualization, and video production. I am passionate about the art of digital storytelling and the realm of social media marketing. I am looking forward to leveraging my skill set and building a career to craft impactful and engaging content.

EXPERIENCE

- **Sub Editor/News Trainee**
Moneycontrol, Network 18 | Noida
June 2022- Present
 - Real-time reporting and live-tweeting during important financial and other important events ensuring swift sharing of breaking news.
 - Produce timely and informative content covering market news, commodities, energy sector, personal finance and other trends.
 - Proficient data visualization skills for creating impactful graphics from complex data.
 - Development and execution of a comprehensive social media strategy to expand Moneycontrol's online presence. Utilizing SEO analytics tools to improve content discoverability.
 - Trend Analysis - Use of analytics tools like Crowdtangle and TweetDeck for monitoring and adjusting content performance.
 - Collaborative work with cross-functional teams, fostering creativity and innovation in social media efforts.
 - Create engaging short videos for social media, simplifying complex information.
 - Attend events, conclaves, and conferences, providing live coverage and conducting interviews with industry experts while live-tweeting to keep our audience informed.

CORE STRENGTH

- Reporting and Editing
- Web Content Writing
- Social Media News Gathering and Verification
- Search Engine and Social Media Optimization
- Audio and Video Editing (Audacity, Audition, Premiere Pro)
- Social Media Management (Hootsuite, Crowdtangle, TweetDeck)
- Content Management Systems (CMS) & Content Strategy
- Data Journalism and Visualization (Data Wrapper, Inforgram)
- Data Analytics
- Editorial Calendar Management
- Interactive Multimedia Creation (Genially, StoryMap JS, Canva)
- Live Blogging/Tweeting
- Immersive VR and AR Storytelling
- Strong Communication and Interpersonal Skills
- Attention To Detail and Accuracy