

Urmi Chakraborty

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PROFESSIONAL SUMMARY

Dedicated entertainment reporter with almost 2 years of experience in crafting compelling stories that resonate with diverse audiences. Specialised expertise in anime, Hollywood and Bollywood coverage, keeping up-to-date with online trends and developments. Capable of delivering timely reporting on breaking news while maintaining editorial standards.

EXPERIENCE

Sub Editor

ABP Digital

Nov 2024 – Present

Kolkata

- * Report on entertainment news across Hollywood, Bollywood, anime and OTT content.
- * Write and optimise SEO-driven articles to enhance reach and engagement.
- * Produce spot copies on a daily basis for breaking news, ensuring accuracy and meeting strict deadlines.
- * Cover exclusive celebrity news, film releases and conduct interviews with industry figures.
- * Provided comprehensive coverage of events like Kolkata Comic Con, highlighting key moments, panel discussions and fan culture.
- * Build and maintain a strong network of industry contacts and sources.
- * Edit and proofread copies to ensure clear, accurate and grammatically-correct content
- * Handle social media presence of The Telegraph Online's Entertainment section with timely coverage of trending and viral topics
- * Boost page views and user engagement by strategically leveraging push notifications for impactful stories

Entertainment journalist for The Telegraph Online

ALLCAP Communications

Aug 2023 – Nov 2024

Remote

- * Covered daily developments in Hollywood and Bollywood, including film releases, celebrity updates, and major events.
- * Introduced in-depth anime coverage through monthly listicles, highlights and reviews of popular and niche shows.
- * Provided timely coverage of Korean entertainment, including music, dramas, and celebrity trends.
- * Wrote extensively on celebrity fashion and red carpet trends, highlighting notable looks and analysing style choices.

Freelance reporter for The Telegraph online and MyKolkata

ALLCAP Communications

Nov 2022 – Aug 2023

Kolkata

- * Covered popular culture, entertainment and lifestyle with fresh, unique perspectives.
- * Provided in-depth coverage of film and theatre festivals, including Nandikar Theatre Festival 2022.
- * Researched and reported on various cultural events across the city, delivering timely and engaging stories.
- * Attended press conferences and reported on the latest updates, including new releases on OTT platforms such as Hoichoi

Freelance Academic writer

My Chat Lesson Pvt. Ltd.

Aug 2022 – Dec 2023

Freelance

- * Wrote and edited scripts for content across subjects like English literature, History, Political Science and Geography for CBSE, ICSE and KSEEB students.
- * Analysed the needs of school students and structured my content with order, clarity, conciseness and simplicity.
- * Dedicated my write-ups to students who have low attention span.
- * Delivered quality content within strict deadlines meeting the client's objectives.

Content writer

Freelance

Feb 2020 – Aug 2022

Kolkata

- * Delivered high-quality content that was insightful, informative and entertaining.
- * Worked on website content, blog posts and articles, encompassing travel, lifestyle, animal and health niches.
- * Assessed client requirements and purpose, and tailored content and style according to their needs.
- * Created high-quality product descriptions to meet market standards.
- * Maintained excellent client relationships with prompt responses and deadline consistency.

Content editor

Freelance

Aug 2020 – Nov 2022

Kolkata

- * Edited and proofed various academic and non-fiction manuscripts across a range of topics.
- * Provided constructive feedback and suggestions based on the client's write-ups.
- * Ensured that the writer is aware of any inconsistency or error in tone or language present and suggested how they could be resolved.
- * Possessed an eye for detail to guarantee that the documents are of the highest standards in terms of content, argument, structure and format.

EDUCATION

The Heritage College

Bachelor of Arts in English literature, First-class honours

Kolkata, West Bengal

Oct. 2020 – Jul 2023

Julien Day School

Science, ISC

Ganganagar, West Bengal

Apr 2018 – Apr 2020

SKILLS

- * News writing and storytelling
- * Interviewing techniques
- * Feature writing
- * Sub-editing and proofreading
- * Headline writing with proven click-through rate improvements
- * SEO for news writing
- * Social media reporting (Twitter/X, Instagram and Facebook)

ACCOMPLISHMENTS

- * First position in an essay writing contest held by Kolkata literature festival 2019.
- * First position in college-level poetry writing competition in 2021
- * First position in NHSM Inter-college Essay Writing Competition in 2022
- * First position in class at the 6th International Olympiad of English Language 2014

PUBLICATIONS

Tell The Ghosts I'm Home

Notion Press

May 25, 2021

- Published my debut poetry collection titled *Tell The Ghosts I'm Home*.

Written In Protest

Inkfeathers

January 8, 2021

- Contributed my poem to a poetry anthology titled *Written in Protest*.