

Cheena Kapoor

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EDUCATION

ATENEO DE MANILA UNIVERSITY, PHILIPPINES

2015

- Diploma in Photojournalism
- Worked on a story on abandoned women at IHBAS, formerly known as Shahdara mental hospital, Delhi.

MAHARISHI DAYANAND UNIVERSITY, HARYANA, India 2006 - 2010

BE – Electronics and Instrumentation

- Graduated First Division;
- Completed a research project on Embedded Systems

EXPERIENCE

DNA (DAILY NEWS AND ANALYSIS), ZEE MEDIA Oct'16- Present

Senior Correspondent (Health and Gender)

- Chief responsibility requires to churn out exclusive investigative human-interest stories and file for web/print.
- Work on long-form research based stories on health and gender issues.
- Extensive travel to smaller regions for stories
- Maintain up-to-date knowledge of current news stories and any specialist areas
- Take pictures for photo-essays;

THE INDIAN EXPRESS, Noida, NCR July'15- August'16

Senior Photographer

- Collaborate with reporters and picture editors, and agree the photographic requirements for a story;
- Photograph events or personalities, and note details for photographic captions;
- Add relevant keywords to image files for picture libraries so the images can be recognized in search engines;
- Ensure all pictures are appropriate, processed, catalogued and ready in time to meet deadlines;
- Maintain up-to-date knowledge about current news stories and any specialist areas;

WHAT'S THE SCENE, Delhi, India Sept'2011- June'15

Photojournalist

- Cover live music concerts
- Edit pictures and share the content
- Official photographer for Outrage Music Festival, New Delhi
- Official photographer for Lucky Ali's concert, Pune.
- Covered Bandstand Revival as part of the project- Revival of the Mumbai Bandstand culture.

EXPEDIA, Gurgaon, India

Aug'13 – June'15

Operations Analyst

- Lead a team of 7 people; Monitor performance of global websites and drive issues to closure with extensive coordination from the concerned teams;
- Plan and manage appropriate content on website and analyze consumer data to identify key behaviors and segmentation. Identify target markets and work with the research teams exploring consumer insights;
- Design and publish dashboards which help in market analysis and implementation of marketing strategies through the use of social media;

INFOSYS LTD., Pune/London

Dec'2010 –July' 2013

Sr. Systems Engineer

- Team member in quality assurance team responsible for supporting a \$25M project on par with the industry quality standards;
 - Direct interaction with customers for handling service issues and refinement of end product;
- Led a five-member offsite team- resolved issues and won an award for never missing any SLA;
- Designed and developed an automatic Daily Status Reporting system - leading to 100% effort saving for the same;

- Led Business Continuity Management Program at London office for Sept'12-Mar'13;
- Proactively managed team budget and organized outings and team building activities to maintain team spirit.
- Responsible for training and mentoring new joiners in project; resulted in savings of \$1000.

ACHIEVEMENTS

- Won a photography contest by the Indian Habitat Center.
- Won photography contest organized by Indian Backpacker
- Topped in the Photojournalism diploma out of 8 Asians selected for the course.
- Work has been published in Pune Diaries
- Student coordinator for Techno-Cultural Fest featuring 8 competitions. Raised \$2000 to fund event.

COMMUNITY

- A passionate photographer, associated with non-profit groups like India Vision Foundation and Navjyoti.

ADDITIONAL

- Brought techies together for sharing ideas as a member of the Indian Society for Technical Education;
- Winner in Inter-Collegiate Dance, Check Mind and Sudoku competitions.