

## Professional Summary

Results-driven Business Correspondent with 12+ years of experience in the automobile industry, leveraging expertise in journalism, marketing, and content development to drive business growth. Proven track record of delivering high-impact stories, leading cross-functional teams, and fostering strategic partnerships. Currently leading the charge at Inazuma.co as a Senior Business Correspondent (AU09).

## Professional Experience

### Senior Business Correspondent (AU09)

Inazuma.co | January 2020 - Present

### Deputy Editor

AutoXpert Media | June 2018 - December 2019

#### **Key Achievements:**

- Conceptualized and executed a 30% increase in website traffic through targeted content marketing strategies.
- Successfully led a team of 5 to launch a new automotive magazine, resulting in a 25% increase in subscription sales within the first quarter.

#### **Responsibilities:**

- Content strategy and development for print and digital platforms.
- Team management and mentoring.
- Industry partnerships and event management.

### Senior Correspondent

MotorTrend India | March 2015 - May 2018

#### **Key Achievements:**

- Published over 200 feature articles, contributing to a 40% increase in readership.
- Developed and maintained relationships with key industry stakeholders, resulting in exclusive interviews and scoops.

#### **Responsibilities:**

- Research and writing of feature articles and news stories.
- Conducting interviews with industry leaders.
- Assisting in event coverage and social media management.

## **Correspondent**

The Automotive Times | January 2012 - February 2015

### **Key Achievements:**

- Consistently met and exceeded monthly article quotas, contributing to the publication's growth.
- Assisted in the launch of the publication's digital platform, increasing online engagement by 50%.

### **Responsibilities:**

- Writing news articles and feature stories.
- Assisting in research for in-depth reports.
- Supporting the editorial team in daily operations.

## **Education**

### **Bachelor of Journalism and Mass Communication**

University of Delhi

## **Technical Skills**

### **Content Creation:**

- Content Writing
- Copywriting
- Feature Articles
- Creative Writing
- Blogging
- Editing

### **Marketing & Communications:**

- Marketing Strategy
- Marketing Communications
- Public Relations
- Media Relations
- Social Media Marketing
- Digital Marketing
- SEO

### **Management & Leadership:**

- Team Management

- Entrepreneurship

**Media & Publishing:**

- Journalism
- Publishing
- Newspapers
- Magazines
- Digital Media
- New Media

**Software & Tools:**

- Microsoft Office
- Content Management Systems