**Vasudha Govila**

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| **CONTENT EDITOR** |

Skilled content editor with 10 years of service in news genre. Committed to providing clear, concise content to create attractive and understandable reports. Solid background in grammar, punctuation, word usage, and context. Single-handedly authored a team size of 50 content monitors and writers.

SKILLS

Web Copywriting | Translation | Stories and Report Creation | Team Management | Microsoft Office | Search Engine Optimization| Social Media Marketing| Digital Marketing |Social Media Optimization | On-Page SEO| keyword planning and placement | Social Media Management

EDUCATION

**certificate course in digital Marketing (offline mode) – digiperfrom, A HINDUSTAN TIMES MEDIA PARTNER COMPANY. (2022)**

**Master in Mass Communication (distance learning) – Guru Jambeshwar University (2010)**

**Postgraduate Diploma in Journalism – Bhartiya Vidya Bhawan (2008)**

**B. A. (honors) in Political science – Jesus and Mary College, Delhi University (2007)**

PROFESSIONAL EXPERIENCE

**Press Information Bureau**– NEW DELHI November 2021 to Present

Currently deputed at Press Information Bureauas a **Media Assistant. I**’m handling the Twitter handle of Ministry of Housing and Urban Affairs.

* Create social media posts. Update posts to include relevant keywords for search engine optimization.
* Excellent knowledge of social media platforms such as Facebook, Instagram, and Twitter.
* Also involved in making various reports, collecting data, and coordination with various schemes/ missions of the Ministry.

**Ministry of information and broadcasting** – NEW DELHI January 2017 to October 2021

***Content Auditor: Electronic Media Monitoring Centre.***

Audited and circulated mid-day news through digital channels to senior government officials & bureaucrats of Government of India and Election Commission of India related to politics, business, elections, budget, parliament sessions and other major events over regional and national news channels.

* Edit and proofread headlines, stories, and reports daily on points of facts, grammar, spelling, punctuation, inconsistency, and word usage, as well in Hindi Language.
* Monitor the content of the private TV channels with reference to the violation of the programme and advertising codes.
* Train & oversee a team of 50 content writers & monitors and supervise them on best practices.
* Reviewed 50 posts on a daily basis and ensured followed correct grammar and style guidelines.
* Work closely with reporters to keep track of breaking news through mobile journalism practice.

**DNA india (zee media)** – NEW DELHI December 2014 to June 2016

***Copy Editor***

* Gathered, created and edited content for stories, headlines, and added photographs caption.
* Proofed and edited 8 to 9 stories on a daily basis and uploaded it on the website.
* Ensured all content followed posted on to the site for common style.

**Asian news international** – NEW DELHI Mar 2012 to Jun 2014

***Copy Editor***

* Paraphrased copyright content and ability to create original write-ups for international, national, sports, science sections of the website.
* Published 20 articles on a monthly basis.
* Proposed a reduction in content turn around time by deploying an editorial calendar.

**MacMillan publishing solutions** – NEW DELHI Jan 2011 to Jan 2012

***Copy Editor***

* Worked for the American government project.
* Translated & edited the articles from Hindi to English shared by freelancers.

**Other Experience:**

***News Monitor, CMS, NTRO, Apr 2009 to Dec 2010.***

Monitored international & national news channels and radio stations, filed reports after translation from Hindi to the English language.

***Reporter, India News, Jan 2008 to Dec 2008***

Covered reports on the condition of civic amenities & many press conferences, events and special assignments.