

ADITI MUKHERJEE

DIGITAL JOURNALIST

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PROFILE

Seasoned professional with excellent interpersonal skills and eye for detail

Goal oriented individual with result driven approach to job at hand

Astute understanding of opportunity for news and swiftly package content for publishing

Refined ability to resolve conflict by giving due consideration to the involved parties

|Editorial|

Writing (news, features and picture galleries, blogs)

On field interviewing (research, content planning)

Editing (grammar, fact check, copy edit, structural)

Writing adaptability for a range of topics (entertainment, fashion, lifestyle, health)

WORK EXPERIENCE

December 2012 – October 2016

Content Writer | Times Internet Limited

- Content Writing: News articles, feature galleries, fashion blogs, feature articles.
- Content Editing: News articles, digital magazine (follo)
- On field: Interview entertainment celebrities
- Handle social media and ensure consistent post engagement

June 2012 – September 2012

Trainee Staff Photojournalist | Mint

- Assist senior photographers during portfolio shoots, food photography, interviews
- Create stock photo bank
- Conduct feature shoots

2010

Corporate Communication Intern |ONGC

- Archiving media on ONGC
- Monthly reports on media fluctuation
- Type of coverage
- Ideas to improve scope of coverage

2009

Freelance Reporter |Times Of India

- Women oriented reportage highlighting fair trade NGO workers, micro enterprises and women-led

Ability to conduct in depth research

Quick thinking and the ability to work under tight deadlines

|Technical|

Proficient in MS Office

Basic Image editing skills using Adobe Photoshop, FastStone

Confident with using Content Management Applications that support websites

|Photography|

Stock

Feature

Portrait

|Languages|

English (Proficient), Hindi (Spoken), Bengali (Spoken), French (Basic)

associations

2009

Intern, Brand Activation | 141 Wall Street, Bates India

- Worked closely with the Brand Activation Manager and Visual Designer on every step of OOH advertising campaigns for pharmaceutical and banking organisations

EDUCATION

2011 – 2012

PG Diploma, Digital Journalism | Asian College of Journalism

2010 – 2011

Bachelor of Mass Media | St. Andrews College of Arts and Commerce

EXTRA CURRICULAR

- Food Blogging
- Photography
- Painting