



Priyadarshini Paitandy

Achievement-driven professional targeting **Communication, Content Development and Editorial/Journalism** profiles



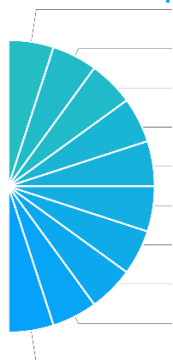
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Core Competencies



Content Writing & Management
Storytelling / Editorials
Market & Audience Trend Research
Digital & Social Media Initiatives
SEO Guidelines Compliance
Brand Building
Liaison & Coordination
Interviews / Podcasts / Webinars
Leadership / Team Management

Soft Skills

Communicator
Collaborator
Intuitive
Innovator
Leader
Motivator
Analytical
Team Builder



Career Timeline



Profile Summary

- ❖ A result-oriented professional, offering **over 14 years** of experience in **studying, developing, & curating engaging & appealing content** in **Media/Publishing Houses**
- ❖ Rich exposure in creating content across various segments, including **Travel, Hospitality, Pop Culture, Wellness, Entertainment, Fashion, Start-ups, Food, Human Interest Stories, Retail, Technology, Relationships, Education, and Sports**
- ❖ Proficient in **devising innovative ideas and content**, which connect with the target audience across various channels like **newspaper, magazines, articles & blogs, social media, and events**; organized **webinars, podcasts and live sessions on Instagram** and other social media platforms
- ❖ Pivotal in **launching and marketing new supplements, brand pages and webinars for The Hindu**
- ❖ Caught the attention of **Mr. Sachin Tendulkar** who then obliged with a meeting, by publishing a **story on his oldest fan**; the story was **followed by various publications and television channels**

Education

- ❖ **Post Graduate Diploma in Journalism** from Asian College of Journalism, in 2007
- ❖ **Bachelors in Journalism** from MOP Vaishnav College for Women, in 2006

Personal Details

- ❖ **Date of Birth:** January 11, 1985
- ❖ **Languages Known:** English, Hindi, Bengali, Tamil and French
- ❖ **Address:** No 41, Montieth Road, Ceebros Lotus, Egmore. Chennai - 600008

- ❖ Excellence in building content strategies and creating engaging stories by organizing interviews; conducted interviews with **CEOs, intrepid travellers, celebrities to daily wage labourers and everyday heroes** with fascinating stories to deliver
- ❖ Expertise in **finding stories, quickly completing assignments, setting priorities, creating a timeline and delivering high quality content with defined frameworks**
- ❖ **People Manager**, propelling the team members to **think on their feet, come up with ideas for content, critically review situations**, and assisting in **breaking down complex content for better assimilation among the audience**
- ❖ Skilled in **Content Management System, SEO, content strategy, scripting for videos, brand building, team building, promoting stories**, and so on
- ❖ Staying up-to-date with developments and creating new ideas to **draw the audiences' attention**
- ❖ An **effective communicator** with strong **analytical, logical, and interpersonal skills** to relate to people at any level of business and management; **problem-solver** with the capability to work under pressure

Notable Accomplishments Across The Career

- ❖ Received the maximum number of hits on The Hindu's website for an article on an auto driver who had his own website
- ❖ Won an award for sensitive reporting on transgender issues
- ❖ Awarded for being the most stylish journalist
- ❖ Acted as the Jury Member for a Food & Nightlife Award in India

Professional Experience

Special Correspondent/Assistant Editor – Metro Plus at The Hindu Group of Publications, Chennai Feb'08-Present
Growth Path:

Please provide information in MMM'YY to MMM'YY – Designation format for any promotions

Key Result Areas:

- ❖ Researching, developing, and curating appealing content to educate & entertain the readers
- ❖ Strategizing content with respect to the company's content requirements; implementing content strategy for a wide range of target audience to drive a seamless user experience
- ❖ Gathering inputs from who's who of the industry, creating engaging stories, refining & finalizing content for Metro Plus
- ❖ Producing engaging & audience-specific quality content in form of blogs, articles, and case studies
- ❖ Ensuring all content is on-brand, consistent in terms of style, quality & tone of voice and optimized for search & user experience for all channels including social, web, email, print and other media
- ❖ Managing content creation for social media marketing including Facebook, Instagram, Twitter, and so on
- ❖ Liaising & coordinating with the clients to gather specific requirements; disseminating the updates and synchronizing Social Media & Content Team to work on the projects
- ❖ Planning, coordinating, and revising material for publication
- ❖ Preparing a detailed plan for the month to finalize the content strategy
- ❖ Understanding the demands of the target audience by conducting market research & analysis
- ❖ Filing various in-depth stories on a weekly basis and acting as an active desk hand
- ❖ Organizing & hosting webinars podcasts, and live sessions on Instagram and other social media channels

Previous Experience

Reporter at The Indian Express, Mumbai

May'07-Oct'07

Highlights:

- ❖ Interviewed various celebrities for the paper
- ❖ Wrote trend reports

Publications

- ❖ <https://www.thehindu.com/society/a-knotty-story/article33979589.ece>
- ❖ <https://www.thehindu.com/life-and-style/travel/selfies-with-santa/article25725058.ece>
- ❖ <https://www.thehindu.com/life-and-style/dump-your-physical-and-emotional-baggage-here/article33800778.ece>
- ❖ <https://www.thehindu.com/life-and-style/new-bars-chennai-liquor-lockdown-reopen-laws-bay-6-sin-tonic-monkey-bar-middle-of-nowhere-down-sterling-the-thief/article35719563.ece>
- ❖ <https://www.thehindu.com/life-and-style/travel/little-amal-puppet-walk-turkey-ukfamily-refugee-gaziantep-manchester-8000-kilometres-good-chance-theatre-travel/article35554567.ece>
- ❖ <https://www.google.co.in/amp/s/www.thehindu.com/life-and-style/dating-apps-tinder-okcupid-woo-better-halfai-vaccination-relationship-covid-19/article35190811.ece/amp/>
- ❖ <https://www.thehindu.com/news/cities/chennai/india-olympic-sailing-nethra-kumanan-varunthakkar-ganapathy-kc/article34927000.ece>
- ❖ <https://www.thehindu.com/life-and-style/travel-predictions-2021/article33510721.ece>
- ❖ <https://www.thehindu.com/life-and-style/surf-sun-and-social-distancing/article32676434.ece>
- ❖ <https://www.thehindu.com/features/metroplus/put-on-your-boots-go-hunt-ghosts/article7822756.ece>
- ❖ <https://www.thehindu.com/sport/other-sports/from-fishing-village-to-snooker-championships/article27117392.ece>
- ❖ <https://www.thehindu.com/life-and-style/fashion/designer-clothes-for-pets-shivan-and-narresh-get-creative/article28643103.ece>

COVER LETTER

Dear Talent Acquisition Team,

I am Priyadarshini Paitandy, a journalist with 14-plus years of experience. A content development and communication strategist, my forte lies in selling ideas, creating and writing engaging and topical content, storytelling/editorials, editing, market and audience trend research, digital and social media initiatives, hosting webinars, SEO, brand building, and team building.

I have used my writing to inform, influence, inspire, empower, entertain, educate my audience and mould their thoughts. With my skills, I bring visibility to a brand, make it accessible and increase the certainty of its recall value among consumers.

Background and roles

I began my career with The Indian Express in Mumbai where I primarily interviewed celebrities and filed trend stories, before moving to The Hindu in 2008. Over the last eight years, I have successfully been heading the Fashion, Travel and Hospitality verticals for The Hindu newspaper and its website. One of my many roles is to plan editions, edit, structure, and pack copies with additional and relevant information, as well as, ideate, research, interview and write prompt stories about upcoming global trends and developments across segments. My other areas of expertise are Food, Retail, Technology, Fitness and Health, Relationships, Education, Entertainment, Wellness, Start-ups, Pop culture, Sports, and Human-Interest stories. I am a powerful negotiator, have worked on collaborations, and been instrumental in launching new supplements, brand pages and webinars for The Hindu. In my capacity, I also propel my team to think on its feet, come up with quick ideas for content, critically review situations, and help break down complex content for better assimilation among the audience. Crisis communication and handling internal and external stakeholders are also part of my job profile.

During the lockdown last year, in order to keep our brand relevant and in the spotlight, I conducted numerous InstaLive sessions for The Hindu MetroPlus, that let our audience experience virtual tours around the world. These were topical. For example, on Harry Potter's birthday I did a session with Potter Trails in Edinburgh, showcasing places that inspired JK Rowling to write the iconic books; on Halloween it was a ghost tour with Station Q in Sydney; a penguin walk in Phillip Island, near Melbourne; and a walk through an ice hotel in Sweden at the peak of snow season. The media industry has trained me to work with daily deadlines and short turnaround time — skills that are vital in the fast-paced world. It has also given me the opportunity to interview a variety of people: From CEOs, intrepid travellers, and celebrities to daily wage labourers and everyday heroes who have fascinating tales to tell. Interacting with them to understand them better, in order to narrate their stories to the world, has only strengthened my communication skills, emotional quotient and equipped me with the ability to generate ideas that connect with different

demographics across various channels like newspaper, blogs, social media, and events.

All these years in journalism have led me to build diverse contacts and forge strong connections with corporates, public relations and the media industry. It helps that I understand how newsrooms and social media platforms function and what their preferences are, especially when it comes to media pitches, familiarization visits, brand tie ups and press releases.

Having studied markets, trends and demands, I understand what my target audience is looking for (especially millennials and Generation Z) and curate content that engages them. A sound idea of what makes a compelling read/content, how to make it stand out and connect with the audience, and how to grab eyeballs using the aspirational value of an experience/product will stand me in good stead.

Armed with these competencies, I hope, I can be a value addition to your team.

Warm regards,
Priyadarshini Paitandy