Bindu Radhakrishnan

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Specialist in Social Media and Strategic Communications; Editorial Manager

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Summary

Expertise in executing communication strategy on all social media platforms, ensuring that brand values are consistently embraced.

Experience in managing newsroom operations (Times of India, Hindustan Times, Asianet News); training editors, writers and reporters on multi-media storytelling (text, slide show, blogging, video, podcast.)

Deep interest in using data analytics (unique visitors, bounce rate, impressions per session, etc) to shape content and build audience.

Trained in book publishing—from raw manuscript to the printer--managing multiple projects, collaboration with writers, designers, proof readers.

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My journey so far…

1.Nov 2019 onwards Communications and Social Media Consultant with Kailash Satyarthi Children’s Foundation

1.Nov 2018-Nov 2019 Head of Communications (Social & Strategic), Entrepreneur Media, New Delhi

2. 2015 – 2018 Head of Editorial and Social Media, Asianet News, Bengaluru.

3. 2007 to 2015 Deputy News Editor, Economictimes.com (Times Internet), New Delhi.

4. *2006 to 2007*  Senior Content Editor, Livemint.com, (HT Media Ltd), New Delhi.

5. 1999–2006 Editorial Manager, LexisNexis Butterworths India (Legal research and publishing), New Delhi.

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Career Highlights

1.November 2018 onwards

Head of Social Media and Strategic Communications, Entrepreneur Media, Inc

1.Organising Entrepreneur Annual Conclave Bringing entrepreneurs, VCs, policy makers to address complex challenges ranging from Future of Mobility, Digital transformation, AI, Blockchain and Fintech, Role of Government in building entrepreneurial ecosystem.

2. Organizing the calendar of Webinars ‘How to Start a Business’ to help entrepreneurs target an audience & transform a fast-growing business.

3. ‘Entrepreneur Books’ Interacting with authors to write on actionable solutions, insights, and guides for innovators worldwide.

4. Women Entrepreneurs: Organizing Leadership Summits with network of experts on risk taking, market activation, connecting with investors.

5. Video Strategy: Developing unique content for established titles--‘4 Things to Know’, ‘Ask an Expert' and 'Learn & Discover'.

Social Media Management

1. Strategic social media moments: Craft special narratives using content from Entrepreneur US, India, Middle East, South Africa and APAC

2. Social Media Intelligence Providing insight from micro trends, conversations (motivation & perception of audience); preparing social media reports on platform-specific KPIs.

3. Repurposing of content: By switching formats (from text to video/podcast/slide show/Twitter Chat/FB Live) to enable new audiences to engage with brand.

4. Tracking Social Metrics: To deepen audience engagement through insights from conversion rate, impressions, video views and duration, followers, new subscribers, average value per-visit.

5. Crafting influencer marketing: Identifying influencers, tracking their reach, resonance and relevance affecting the brand.

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2. 15th September 2015 to October 2018

Editorial and Social Media Head, Asianet News Media Pvt Ltd

Newsroom strategy: Making a difference

1. Pivot to videos: Ideating stories on social and cultural issues, training videos team on FB Live, etc to create compelling and real-time content.

2. Executing Breaking News coverage: Using SEO strategy and keyword research to maximize traffic during important events.

3. Manage far-flung newsrooms: Coordinating with a team of translators to reach out to audience in 5 southern states of India.

4. Digital Storytelling: Developing a ‘Product’ Mindset

* Training editorial on stories from design and mobile perspective
* Integrating editorial with analytics, marketing, tech, sales and design teams; constant tech innovation on products
* Mentoring team to multi-task: report, write, edit, speak on camera, text, tweet, give SEO header, attach images, and videos.

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3. July 2007 to April 2015

Deputy News Editor, Times Internet Limited

Head of Content: Making a difference

1. In charge of newsroom operations 24x7, across 3 shifts: content updation on all sections of website, integration (print with digital)

2. Extracting insight from tracking tools--Chartbeat, Comscore, Google Analytics to consolidate audience across time zones.

3. Executing content strategy on Budget Day, developing ‘Opinion’, ‘Personal Finance’, ‘Tech’ and Economy sections on the website.

4.Head of Special Projects: Showcasing India’s entrepreneurial journey from Koramangala, Bengaluru-- extensive coverage of startups

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4. April 2006 to May 2007

Senior Content Editor, livemint.com, Hindustan Times Group

Part of the launch team of *Mint* (business paper of *Hindustan Times* in collaboration with *The Wall Street Journal (WSJ)*. Mint is India's first newspaper in the Berliner format, designed by Mario Garcia.

Expertise with the Italian media software Eidos Méthode:

* Publish multimedia content for print, digital, mobile app with one-click posting, accessible from any device, in any location.
* Interacted with Garcia’s team for over 3 months to understand the impact of design and layout on multi-media storytelling.
* Part of the launch team for the weekend product—*Lounge*—a visual treatise on books, cinema, theatre, art, leisure and living.
* Data journalism: Coordination with the info graphics team to present powerful visual stories through data.

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5. March 1999–Feb 2006

Editorial and Publishing Manager, LexisNexis Butterworths India Role in laying the foundation of LexisNexis’ India operations:

1. Train and mentor editorial team on all aspects of book production including prelim pages, bibliography, indexing; check for ambiguity, misleading content, copyright

2. Improving the efficiency in publishing schedule: avoid cost over-runs; establish back up plans to tackle production delays.

3. Setting up the ‘Style Guide’ for authors, editors, typesetters and proof-readers; maintain excellence in publishing standards.

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Education

Most recent: Human Resource Management course from XLRI, Jamshedpur (study included production strategy, marketing and finance, Labour Laws, 2015.

M. Phil in International Law and Diplomacy, Jawaharlal Nehru University (JNU), New Delhi, 1997.

M.A. in International Relations from the School of International Studies, Jawaharlal Nehru University, New Delhi, 1995.

B.A. in Political Science and Sociology from the University of Madras, 1993.

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Passionate about:

1. Education as a tool for child development, part of the ‘Teach India’ Campaign.
2. Ancient and Medieval Indian and World History, art and architecture; painting and sculpture.
3. Research on: Impact of Artificial Intelligence on media, education and jobs.

Languages Known: English, Hindi, Malayalam, Tamil, Telugu, and Kannada.

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