

SEENA RAVINDRAN

Creative Content Writing & Editing ♦ Journalism ♦ Corporate Communications

CONTACT

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CORE COMPETENCIES

- Robust Writing Skills
- Copy Editing
- Content Development
- Research and Fact-Checking
- Story Ideation and Pitching
- News Reporting and Feature Writing
- SEO Techniques
- Audience Engagement Strategies
- SEO Optimized Content Strategy
- Virtual Communication
- Brand Building

EDUCATION

- **Masters in Communication and Journalism** from Mahatma Gandhi University, Kerala
- **BA in English Literature** from St. Xavier's College for Women, Aluva, Kerala
- **Advance Diploma in Digital Marketing & Data Analytics** from CEARSLEG Technologies, Trivandrum

TECHNICAL SKILLS

- CMS (WordPress)
- Google Analytics
- Google Search Console
- Tag Manager
- Canva
- Facebook Ads

LINGUISTIC SKILLS

- English
- Hindi

PERSONAL BLOG

<https://serenityseeker45.blogspot.com/?m=1>

PROFILE SYNOPSIS

- **Content Writing:** Curious and self-motivated storyteller, expert in writing buzz-worthy feature articles, news reports, interview pieces, reviews, and content marketing pieces; well-versed in content management methodologies
- **Versatile Journalism:** Accomplished journalist with a total experience of 12+ years, including 4-5 years relevant experience in journalism, with proficiency in digital and print media, demonstrating exceptional skills in writing, editing, and story development
- **Editorial Excellence:** Commendable skills in copy editing, proofreading, and maintaining editorial standards for accuracy, style, and tone
- **Communication:** Recognized as a resilient and adaptable communications executive, with a proven specialty in corporate communications; strong business acumen spanning leadership, media relations, integrated campaign designing, and branding

WORK HISTORY

Senior Sub Editor, The Hindu Business Line, Chennai

Oct 2017 – Jun 2019

Key Result Areas:

- Performed rewriting and proofreading for grammar, quality, and factual errors
- Focused on curating high-quality news content from various agencies and internal sources
- Created engaging page layouts/designs incorporating visuals and proofread content
- Collaborated with the senior editorial team for final content approval

Team Lead, SPI Global, Chennai

Mar 2015 – Sep 2017

Key Result Areas:

- Led quality assurance efforts in the music data analysis team at TIVOMusic, ensuring data integrity and compliance with corporate standards
- Improved operational efficiency by streamlining data processing protocols

Content Developer, Lumina Datamatics, Chennai

Apr 2013 – Jan 2015

Key Result Areas:

- Created high-quality, engaging content tailored for different platforms and target audiences
- Specialized in writing descriptive alt text for multimedia to improve accessibility and boost SEO
- Developed detailed assessment materials and test questions aligned with educational goals

Associate Editor, Success & Ability, NGO Magazine

Jan 2011 – Feb 2013

Key Result Areas:

- Led content creation and managed a team of both freelancers and in-house writers
- Conducted research to ensure the accuracy of all information
- Orchestrated the creation and curation of engaging in-house newsletters for editors

Corporate Communication Associate, Object Frontier Software, Chennai **Jan 2007 – Jan 2009**

Key Result Areas:

- Oversaw and managed the creation of various marketing materials, including case studies, white papers, and brochures
- Led efforts in media relations by drafting press releases and collaborating with PR agencies to promote messaging

Sub Editor/Reporter, The New Indian Express, Chennai

Jan 2003 – Jan 2005

Key Result Areas:

- Reported on city beats and art/cultural events
- Focused on meticulous editing and rewriting to enhance content, quality, clarity, and coherence
- Collaborated with a special project team to create engaging marketing features/supplements
- Contributed to 'The New Sunday Express' and delivered insightful book reviews and exclusive interviews