

Joy Rajat Das

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<https://joydas.journoportfolio.com/>

Summary

Over nine years in journalism and corporate communications, specializing in content creation and social media strategy. I am proficient in storytelling, content strategy, and digital media, with a proven ability to translate complex ideas into engaging narratives.

A few of my career highlight includes, winning the Brandon Hall Group Awards nominations in seven categories and successfully covered sporting events, including Indian Super League, FIBA championships at Deccan Herald.

Experience

Communication Senior Analyst

NTT DATA Services

Jan 2022 - Present (2 years)

- Supported the Brandon Hall Group Awards nominations, achieving wins across seven categories.
- Generated fresh and creative content ideas that resonated with the target audience and stood out in the digital landscape.
- Maintained and updated content management sites and platforms, including SharePoint, ensuring streamlined and efficient content delivery.
- Collaborated with design and multimedia teams for engaging social media content.
- Analyzed content performance to refine strategies and enhance audience engagement.

Copy Editor and Writer

Soulveda

Jan 2021 - Jan 2022 (1 year 1 month)

- Wrote, edited, and reviewed content for the website, focusing on engaging and relevant topics.
- Collaborated with the SEO team to enhance content visibility and reach.
- Conducted interviews with social workers and changemakers, bringing unique insights to our stories and articles.
- Crafted video scripts to engage audiences effectively, showcasing a flair for visual storytelling.
- Generated creative ideas and concepts for a wide range of wellness topics.

Senior Content Editor

Justwords

Jun 2020 - Nov 2020 (6 months)

- Collaborated closely with the SEO team to optimize content for improved visibility and wider reach.
- Ensured the accuracy, coherence, and consistency of the content through meticulous editing and proofreading.
- Adhered to brand guidelines and maintaining a consistent tone and style across various content pieces.

Copy Editor/ Reporter

Deccan Herald

May 2015 - Feb 2020 (4 years 10 months)

- Focused on article writing, editing, and sports page designing.
- Covered a wide range of sporting events, including local, national, and international competitions.
- Attended press conferences to gather information and insights from athletes, coaches, and other key figures.
- Monitored news wires and proactively sought out stories for the newspaper's weekly sports columns.
- Cultivated positive relationships with coaches for the latest sports news and developments.
- Showcased proficient writing skills and conducted thorough research to produce high-quality sports articles.

Sub Editor

United News India (UNI)

Oct 2014 - Apr 2015 (7 months)

- Edited copies sent by reporters, ensuring accuracy and coherence in news delivery.
- Assisted senior editors with research and attended press conferences for comprehensive news coverage.
- Monitored news wires and regularly updated the website with current and relevant news stories

Script Writer

nnis

Apr 2012 - Nov 2013 (1 year 8 months)

- Translated bytes from Hindi to English, bridging language barriers to reach a wider audience.
- Created and delivered news scripts, adding a personal touch with voice-overs to enhance audience engagement.
- Managed and grew the organization's social media channels, staying in tune with digital trends and audience preferences.

Education

Bharatiya Vidya Bhavan

PG Diploma in English Journalism, Communication, Journalism, and Related Programs

2011 - 2013

Gossner College

Bachelor of Commerce (B.Com.), Accounting and Business/Management

2006 - 2010



St. Xavier's College

12th

2004 - 2006

Bishop Westcott Boys' School

Matriculation, Commerce
1996 - 2004

Licenses & Certifications

 **Ninja Writing: The Four Levels of Writing Mastery - Udemy**
UC-efcf420e-be35-4c2f-83e2-fed154d9edcc

 **Audience and Purpose in Business Writing - Skillsoft**
63419724

 **Telling a Business Story - Skillsoft**
68842973

 **ChatGPT & Its Practical Use Cases - Skillsoft**
76508626

 **Creating a Communications Strategy - LinkedIn**

Skills

Internal Communications • Communication • Corporate Communications • Web Content Writing • Creative Content Creation • Reporting • Interviewing • Content Strategy • Storytelling • Creative Writing