

# Joy Rajat Das

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## PROFILE

With almost a decade of experience in journalism, content creation, and communication, I am a storyteller who crafts compelling narratives that resonate and build trust. I have a proven track record of writing, editing, and reviewing content for diverse industries and audiences, ranging from BFSI and FMCG to IT and e-commerce.

I simplify complex topics and deliver high-quality content that align with the brand's messaging and values.

## WORK EXPERIENCE

### Communication Senior Analyst NTT DATA North America

01/2022 BENGALURU, KARNATAKA, INDIA

- Spearheaded the 'Employee Perspective blog initiative, interviewing and authoring features that highlight individual experiences and audience reach.
- Led award nomination efforts, securing six Brandon Hall Group awards through strategic storytelling and presentation of organizational achievements.
- Worked closely with the marketing team to ensure all content aligned with the brand's messaging and values.
- Managed updates and content strategies for internal platforms like SharePoint, ensuring content freshness and compliance with brand standards.
- Collaborated with design and multimedia teams to create visually appealing and shareable content, such as graphics, images, videos, and animations.
- Developed and crafted engaging, concise, and impactful social media content, including captions, headlines, posts, tweets, and more.

### Copy Editor and Writer Soulveda

01/2021 - 01/2022 BENGALURU, KARNATAKA, INDIA

- Wrote, edited, and reviewed content for the website as a Copy Editor and Feature Writer
- Collaborated with the SEO team to enhance the visibility and reach of the content
- Conducted interviews with social workers and changemakers to gather insights for stories and articles
- Crafted compelling video scripts to engage the audience effectively
- Generated creative ideas and concepts for a wide range of topics

### Senior Content Editor Justwords Consultants

06/2020 - 11/2020 BENGALURU, KARNATAKA, INDIA

- Collaborated closely with the SEO team to optimize content for improved visibility and wider reach.
- Conducted thorough research on technical topics to gain a comprehensive understanding of unfamiliar material.
  - Ensured the accuracy, coherence, and consistency of the content through meticulous editing and proofreading.
  - Adhered to brand guidelines and maintained consistent tone and style across various content pieces.

### Copy Editor/ Reporter Deccan Herald

05/2015 - 02/2020 BENGALURU AREA, INDIA

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## WORK EXPERIENCE

- Assumed the role of copy editor and reporter, with responsibilities encompassing 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, quotes, and insights from athletes, coaches, and other key figures.
- Monitored newswires and actively sought out stories for the newspaper's weekly columns
- Cultivated positive relationships with coaches to stay updated on the latest developments in the sports world.

### Sub Editor United News India (UNI)

10/2014 - 04/2015 NEW DELHI AREA, INDIA

- Edited the copies sent by our reporters.
- Attended press conferences and assisted senior editors with research.
- Monitored the newswires and updated the websites regularly.

### Script Writer Network 1 News and Information Syndicate (NNIS)

04/2012 - 11/2013 NOIDA AREA, INDIA

- Learned and acquired the necessary journalism skills in the organization.
- Translated bytes from Hindi to English.
- Wrote scripts for news and did voice overs.
- Handled social media channels of the organization.

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## EDUCATION

### Communication, Journalism, and Related Programs | PG Diploma in English Journalism Bharatiya Vidya Bhavan

01/2011 - 12/2013

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

Gossner College

01/2006 - 12/2010

### 12th St. Xavier's College

01/2004 - 12/2006

### Commerce | Matriculation Bishop Westcott Boys' School

01/1996 - 12/2004

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## LANGUAGES

English  
Professional

Hindi  
Professional

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## CERTIFICATES

### Ninja Writing: The Four Levels of Writing Mastery Udemy

05/2020

<https://www.udemy.com/certificate/UC-efcf420e-be35-4c2f-83e2-fed154d9edcc/>

## CERTIFICATES

### **Basics of Money**

#### **INDmoney**

11/2022

[https://ind-learn.indiawealth.in/api/v1/indlearn/user/certificate/?certificate\\_key=0fe93c042b63e2232e6bcdd41a6e61ee920d29ee481df685197e4e43c037869e5ae3a14e07](https://ind-learn.indiawealth.in/api/v1/indlearn/user/certificate/?certificate_key=0fe93c042b63e2232e6bcdd41a6e61ee920d29ee481df685197e4e43c037869e5ae3a14e07)

### **Growing Money**

#### **INDmoney**

11/2022

[https://ind-learn.indiawealth.in/api/v1/indlearn/user/certificate/?certificate\\_key=fb1acefcd881ad244a5fbc6930b7b8abaf015ecb71743bccbc282f7300ae09199c66b61aaff3](https://ind-learn.indiawealth.in/api/v1/indlearn/user/certificate/?certificate_key=fb1acefcd881ad244a5fbc6930b7b8abaf015ecb71743bccbc282f7300ae09199c66b61aaff3)

### **Audience and Purpose in Business Writing**

#### **Skillsoft**

12/2022

<https://skillsoft.digitalbadges.skillsoft.com/58242c93-cccd-416b-ad4f-8b03020341a9>

### **Telling a Business Story**

#### **Skillsoft**

02/2023

<https://skillsoft.digitalbadges.skillsoft.com/de1fd81d-c7df-4e73-b0c3-894d5c2f36cc>

### **ChatGPT & Its Practical Use Cases**

#### **Skillsoft**

06/2023

<https://skillsoft.digitalbadges.skillsoft.com/80833b34-bca5-4db4-a6e5-4c323f013720>

### **Creating a Communications Strategy**

#### **LinkedIn**

07/2023

<https://www.linkedin.com/learning/certificates/0c9b06e29a3a245100bb69f74d76b4e009b42ff98aa3eb02e9e94fb39312d6e2>

### **Generative AI 101 Certification**

#### **NTT DATA North America**

08/2023

<https://catalys.portal.nttdataservices.com/mod/certificate/view.php?id=125310&action=get>