

# SUDESH BANIYA

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Journalist and digital content strategist with experience in sports media, public relations, marketing, multimedia production, and social media management. Skilled in cross-platform storytelling, editorial management, digital production, and crafting clear, high-impact narratives that drive cross-platform engagement.

## WORK EXPERIENCE

### DOHA NEWS

Journalist & Sports Writer (Full-Time Employment)

Doha, Qatar  
Aug 2024 – Oct 2025

- Published 300+ bylines covering sports, culture, geopolitics, and breaking news with timely, high-quality reporting for the website.
- Produced exclusive interviews, long-form features, live blogs, and social media carousels from major international sporting and non-sporting events from the ground.
- Scripted, filmed, and designed motion graphics for short-form social media explainers, generating over 1 million cumulative views across platforms.

### FREELANCE JOURNALISM & PRODUCTION WORK

Football Writer/ Producer/ Filmmaker

Jun 2021 – Present

- Reported on-site from *FIFA Arab Cup 2025*, *Asian Cup 2023*, *AFC* club competitions, and World Cup Qualifiers, producing match reports, colour features, and audio interviews for *QFootLive (Qatar)* and *The Asian Game*.
- Wrote a feature profile on Sabitra Bhandari for *The Guardian (UK)*, ranked among the publication's top-viewed South Asian sports stories of 2024.
- Researched and produced team briefs for *FOX Sports*' internal coverage; contributed to multilingual TV segments during the World Cup as part of the Electronic News Gathering crew.
- Directed and edited *The Stad Stories* documentary, featured at the *3-2-1 Olympic Museum's Qatar Football History Exhibition* during the *FIFA World Cup 2022*.
- Authored 130+ bylines across *Khel Now (India)* and *Hamro Khelkud (Nepal)*, covering *FIFA World Cup 2022*, *EURO 2020*, and *Copa America 2020*, totalling more than 1 million website views.

### THE DAILY Q

Editor-in-Chief (Student Employment)

Doha, Qatar  
Aug 2023 – May 2024

- Led editorial strategy across four desks and 20+ staff to devise content calendar and consistent reporting structure.
- Introduced an on-ground coverage model for Education City campuses, boosting audience interaction and page views by over 35%.
- Spearheaded newsroom operations and sports coverage strategy; mentored student reporters and optimized workflow for quick story turnaround.

### EURONEWS

Data Journalist / Reporter (Freelance)

Lyon, France  
Apr 2023- Dec 2023

- Created 20+ data-based features and visualizations using Flourish and R; supported journalists with charts and visuals.
- Published 50+ SEO-friendly bylines in breaking news, including election live blogs, daily war briefs, and trend reports, totalling more than 1 million page views.
- Produced in-depth analytical features supported by multiple sources, covering European affairs, geopolitical developments, and socio-economic trends.

## STUDENT EXPERIENCE – NORTHWESTERN UNIVERSITY IN QATAR

*Communications Assistant (Student Employment)*

*Doha, Qatar  
Jan 2021 – May 2022*

- Produced and edited weekly campus newsletter, increasing open rates by 6% through optimised copy.
- Photographed campus events for *Student Experience*, creating multimedia assets featured across institutional social media channels.
- Coordinated and managed student event communication requests, liaising with club leaders and departments to ensure timely promotion and consistent messaging.

## COLORS OF THE GAME

*Co-Founder & Head of Content* (Self-employed)

*Kathmandu, Nepal  
Aug 2020- July 2021*

- Co-founded an independent digital football platform, overseeing editorial direction and content strategy.
- Managed a team of 10+ writers to publish over 150 articles and match reports, expanding audience reach to 25 thousand monthly readers within a year across South Asia.
- Designed and executed SEO and social media initiatives that increased organic traffic by 40% and boosted engagement rates across Twitter and Facebook channels.

## KRITYA HUB

*Copywriter (Full-Time Employment)*

*Doha, Qatar  
Nov 2019- July 2020*

- Wrote and edited digital copy across web, email, and mobile platforms, contributing to content strategies for clients in finance, tech, healthcare, and food delivery.
- Developed SEO-optimized blog posts and UX copy, improving organic search visibility by 30% and supported user acquisition campaigns.
- Collaborated with designers and account managers to deliver multi-channel marketing campaigns, enhancing client engagement and retention across industries.

## EDUCATION

### NORTHWESTERN UNIVERSITY IN QATAR

*Bachelor of Science in Journalism; Minor in Strategic Communication (GPA: 3.91)*

*Dean's Highest Scholastic Honours; Dean's List (All 8 Semesters)*

**Leadership:** Student Ambassador, **Organizer:** *Sports Journalism in the Global South Conference* (2022), *TEDxNorthwesternUQatar* (2022), and *New Student Orientation Week* (2023).

**Research:** Undergraduate Fellow at the Institute for Advanced Study in the Global South (2023), conducted ethnographic research on 1960s Kathmandu's Freak Street subculture.

## AWARDS & HONORS

- Student Leadership Award – Class of 2024
- Best Integrated Marketing Campaign & Best Creative Strategy – Strategic Communication Capstone (2024)
- Northwestern Qatar Media & Research Awards – Best Strategic Communications Campaign (2023 & 2024), Best Research Project (2022)

## RELEVANT SKILLS

**News & Production:** Reporting, Feature Writing, Filming, Data Visualization, Editing, Presenting  
**Digital & Editorial:** UX Writing, Fact-Checking, Content Planning, SEO, Audience Engagement, Social Media Management

**Digital Media Tools:** Hootsuite, MailChimp, Bulkmail, Adobe Creative Cloud, Canva, Affinity  
**Web & Technical Tools:** Microsoft Office Suite, HTML, Various Content Management Platforms, Flourish, R, Python

