

Muskaan Gupta

I have 3 years of reporting experience, covering business, retail, food, hospitality, wildlife, industrial sustainability and vegan culture for both digital and print media.

Experience

GlobalPETS International

April 23- Dec 24

Associate News Editor

- Covering B2B retail, trends, manufacturing, financial, legal and M&A developments for global pet industry
- 2-3 daily news deliverables with a portfolio of 300+ bylines
- Regular interviews, fact checking and proof reading
- In-depth consumer trends and insight features for PETS International Magazine

National Geographic Traveller India

Jr Writer, Native Content

Jul 2021 - Dec 2022 (staff)

Editorial Intern

Jan - Apr 2021

- Pitched, wrote and managed long-form pieces on travel, lifestyle, culture, food, sustainability and wildlife for the digital website and print magazine
- Travelled and wrote experiential reviews on 6+ boutiques and hotel properties
- Took on managerial roles to coordinate with PRs, external writers and photographers and handled daily social media activity and CMS uploads
- Extensively conceptualised all editorial content for brand partnerships with Samsung, SanDisk, Hyundai and tourism boards of Germany, Utah, Tamil Nadu
- Engaged with stakeholders to produce website copies, advertorials, offline events, video stories and travel features

Imvelo

Jul 21 - March 23

Ghost Writer for Tamma Carel

- Wrote 40+ research articles for the B2B environmental consultancy including explainers on industry knowledge for blog series titled "Brave New World" on SDG development and "A-Z of sustainability".
- SEO-driven writing, with a focus on environmental management systems, UK sustainability legislations, certifications and compliance schemes.
- Managing weekly newsletters as a copywriter and editor.

The Vegan Review

Jul 2020 - May 2021

Contributing Writer

- Wrote brand features, opinion pieces and industry trend articles; covered news, sustainability and food developments across India's vegan space.
- Interviewed global entrepreneurs and business owners for spotlight pieces.
- Regular recipe testing and development for the alternative food section

CONTACT

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[Portfolio](#), [Linkedin](#)

SKILLS

CMS (Wordpress), News, Features, Long-form, Copywriting, Editing (digital and print), Brand integration, Video scripts

EDUCATION

Lady Shri Ram College for Women, Delhi University (2018-2021)

BA (Hons.) History

I graduated with a minor in Journalism and first division score.

FREELANCE PROJECTS

Postcard Travel

Travel articles and short information cards for experiences at 3 boutique properties:

Glenburn Tea Estate;
Utsav Sariska; Golden Haveli/
Haveli Dharampur

Travel and Food Network

Commissioned as a freelance travel journalist to bring experiential stories on food and culture from **Doha, Qatar**.

Explore Culture Magazine

Wrote about **Bhutan's film industry** for the international relations magazine. Published in Vol II.

s(H)e the docuseries

Directed, produced and scripted a 25 min documentary on the Partition of India and Pakistan for the student initiative started in Le Havre, France.