

SIMI KURIAKOSE

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EDUCATION

XAVIER INSTITUTE OF COMMUNICATIONS
Mumbai

P.G. Diploma in Journalism & Mass
Communication, 2010

LORETO COLLEGE, UNIVERSITY OF CALCUTTA
Kolkata

B.A. Major in Communicative
English, 2009

EXPERIENCE

Mail Today, India Today Group, New Delhi
Senior Assistant Editor (Fashion & Lifestyle)

Oct 2018 - Aug 2020

- Editor of **Zest**, a fortnightly luxury supplement by *Mail Today*. I was tasked with its end-to-end production and work included identifying and generating engaging stories for it. The beats I worked on were fashion, beauty, lifestyle, food, home décor, travel, among others.
- Produced long-format articles, reports, trend and news-related features for **Life&Style**, *Mail Today*'s weekly fashion spread. Apart from being in-charge of writing, editing and production of the spread, I anchored pages related to fashion for special supplements.
- Anchored and produced stories for **Femail**, a fortnightly women-centric spread.
- Was responsible for editing and production of **Auto & Tech**, another fortnightly spread.
- Contributed in-depth articles across multiple beats such as human interest, music, health, education, food, among others.
- Handled production for event pages such as election, budgets, conclaves, summits, and more.
- Represented **Mail Today** at events and maintained relationships with the fashion fraternity, brands, and PRs.

WODROB Magazine, Mumbai
Managing Editor

May 2017 - May 2018

- Reconstructed the structure of the digital magazine in terms of look, feel, as well as voice and tone of editorial content.
- Set-up a team of contributors, stylists, fashion curators, graphic designers, SEO specialists, and photographers, and a network of freelancers.
- Assessed and was responsible for driving the content calendar.
- Executed stories with in-house and freelance writers.
- Ideated, proposed and planned budgets for video and other growth-specific online content.
- Created content after identifying brand partners for high-impact revenue opportunities.
- Collaborated with various departments to ensure the content is cohesive and well-packaged.
- Worked closely with the social media team to help understand community behaviour, and strategised content plan accordingly.
- Networked with industry professionals at events and other such opportunities.
- All the articles filed by me can be viewed by clicking on the following link:
<https://mag.wodrob.com/author/simi/>

My Fashgram (later Appearances.in), Mumbai
Senior Fashion Editor

Aug 2016 - Feb 2017

- Responsible for day-to-day execution and planning of the fashion content.
- Reviewed and proofread fashion and beauty content before it was uploaded.
- Worked with other departments to develop and refine story concepts and visual presentation.

- Worked closely with various teams to maintain editorial calendar and meet deadlines.
- Collaborated and networked with fashion industry insiders for content development.

HAUTERFLY, Mumbai
Fashion Writer

Aug 2015 - Aug 2016

- Helped launch the website, and create the voice, tone and approach of editorial assets that ensured highly-engaging posts to target audiences.
- Took ownership for the fashion segment; ideated, created, and edited relevant content.
- Pitched and wrote articles to generate strong affiliate revenue and executed commerce content opportunities for the website.
- Collaborated with the editor-in-chief to manage editorial calendar.
- Edited articles provided by the team as and when required.
- Maintained relationships with luxury and mass brands. Represented the publication at events.
- All the articles filed by me can be viewed by clicking on the following link:
<http://thehauterfly.com>

Daily News & Analysis - ZMCL, Mumbai
Senior Copy Editor/Features Writer

Feb 2014 - Jul 2015

- Brainstormed and created content for hyper-local editorial pages, which was published every Friday as a supplement along with **DNA After Hrs**.
- Maintained the editorial calendar, and created flat plans for every edition.
- Apart from managing a pool of in-house correspondents and contributors, I also developed a strong network of city-based freelance writers.
- Assigned responsibilities to the editorial team, liaised with design team to maintain deadline.
- Worked with sales and marketing teams to create user-engagement content.
- Was responsible for additional supplements and work commissioned to the editorial group.
- Represented the publication at industry events.
- Managed invoices for freelancers.
- All the articles filed by me can be viewed by clicking on the following link:
<http://bit.ly/SimiKuriakoseDNA>

The Times of India, Mumbai
Copy Editor/Correspondent

Nov 2010 - Nov 2013

- Ideated and worked on features for **Bombay Times**. While my work was specific to beats such as fashion, I also contributed to beauty, lifestyle, home décor, travel and entertainment.
- Managed the partly-promotional weekly city pages titled **What's Hot**. Tasks involved interviewing artists as well as informing readers about events happening across the city. The beats I managed were food, culture and music.
- Edited, proofread, and liaised with designers, as well as anchored pages.
- Liaised with PRs, and represented the brand at events.
- All the articles filed by me can be viewed by clicking the following link:
<http://bit.ly/SimiKuriakoseTOI>

LANGUAGES

- English | Hindi | Bengali | Malayalam | Urdu

SOFTWARE SKILLS

- Quark | InDesign | WordPress | Adobe Photoshop