

Saumya Rastogi

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PROFILE

Multimedia journalist and passionate storyteller. Avid newsreader and reporter, who has covered a wide range of social advocacy issues using photography and immersive storytelling.

INTERNSHIP AND PROFESSIONAL EXPERIENCE

Independent Journalist

(Aug 2022 onwards)

- Published op-eds in Youth Ki Awaaz
- Used immersive storytelling on Twitter
- Reported on current events

General Assignment Reporter at USA Today Network

(Feb 2022-Aug 2022)

(Samples)

- Written features and profiles
- Interviewed and attended town council meetings
- Wrote celebrity obits
- Covered the social issues beat

Social media/ Engagement Editor at Boston University News Service

(Sep 2021- Jan 2022)

- Handled social media accounts, created, curated content for the digital platforms, and used Google Analytics and SEO best practices. Significantly increased the engagement and viewership of the site
- Created visual infographics using Canva and Photoshop
- Responsible for live-story telling on Instagram and Twitter using social media tools like reels, live Instagram sessions, live tweeting, and Twitter Spaces
- Launched a Tik Tok Channel
- Spearheaded coverage of Boston marathon and Boston mayoral elections

Editorial and content writer at CNN News 18

(June 2021- Aug 2021)

- Covered various news topics like LGBTQ vaccination problems, book reviews, World Yoga Day, health problems due to COVID-19, rare health diseases and so on
- Curated and wrote content for the wellness and lifestyle desk on various topics like health diseases, monsoon wellness tips, long COVID-19
- Written and researched on original pieces, and got several bylines

Head Contributor at Boston University News Service

(Sep 2020- Jan 2022)

- Covered presidential debates and vice presidential debates, provided fact-checking analysis, reported on NHDP Eleanor Roosevelt Gala, wrote stories on culture and films
- Researched and reported on social advocacy issues like Immigration, Women empowerment and the Native American traditions
- Covered Boston Mayoral Elections
- Recorded podcasts

Video Journalist, Content Researcher and Writer at BUTV10***(Sep 2020- Jan 2022)***

- Successfully made news packages
- Did everything from tracking, shooting, scripting, video editing and selecting footage
- Researched content and scripts for the Boston mayoral show

Climate Correspondent at Youth Ki Awaaz***(Oct 2019- March 2020)***

- Researched articles based on Climate Change issues in India for YKA's #WhyOnEarth campaign
- My articles have been published as an instrument to bring public policy change regarding environmental issues.

Volunteer at Aam Aadmi Party (Delhi government)***(Nov 2019- Feb 2020)***

- Created campaign content, helped in videography and photography
- Increased voter base in South Delhi constituency for Delhi Elections

Intern at SheThePeople.TV***(Sep 2019- Dec 2020)***

- Wrote articles on important topics and affairs of the state such as women's health, public policy, social advocacy issues.
- Contributed to travelogues, coverage of STP's events, and promotion.
- With a turnaround of 4-5 articles every day, over three months, I could write more than 150 articles.
- Created graphics to be sent out to subscribers.

City Reporter Intern at The Indian Express, Noida, India***(June 2019- July 2019)***

- Researched on news articles and covered important events.
- Reported about crime stories and developments in Delhi related to doctor's strike and Delhi University Admissions.
- Two articles published in The Indian Express.

Intern at The Development Channel, India***(June 2019- Aug 2019)***

- Social media outreach, created Instagram videos and explainers on various topics, research, content writing, articles, blogs on development related issues such as Climate Change, Mental Health and Women's Safety.
- Five articles and blogs were published.

Volunteer at Adivasi Lives Matter***(Aug 2018-Nov 2018)***

- Researching news related to the indigenous people in India and creating awareness on the issue.
- Actively involved in digital marketing for the social media platform, designing numerous graphics for Facebook and Twitter, and was the main account handler for Facebook and Twitter.
- Was able to increase their viewership and people who subscribed to them on Facebook and Twitter.
- Single-handedly created and managed posts, graphics and reported on the news of Indigenous people of India, who are neglected in the mainstream media.

Communications Intern at Mash Project Foundation, Delhi, India***(June 2018- Aug 2018)***

- Mash Project Foundation is focused on supporting social sector organizations through social media, volunteers etc. Developed social media campaigns on World Population Day
- Involved in content creation and graphic designing
- Helped in organizing workshops for Cyber Security in Delhi Colleges, actively blogged about the same.

Volunteer at Hope Foundation, Delhi, India***(Nov 2016- May 2017)***

- Taught underprivileged students from slum areas in Delhi from class 1st to 6th under the unschooled children program.
- Developed test materials and engaged in teaching them extracurricular like Dancing.
- Helped students to learn English speaking and writing, Hindi Writing, and solve mathematical equations.

ACADEMICS

M.S in Journalism- Boston University, Massachusetts (Sept 2020-Jan 2022)

Secured 3.57 GPA. Digital/ Print Journalist and took coursework in Digital Toolkit, News writing, Video Reporting, Investigative Reporting, Photojournalism, Data Journalism, Narrative Nonfiction, Filmmaking and Online Journalism. Was selected to present Graduate Thesis on “Social Media Saved Lives”

Bachelor of Multimedia and Mass Communication– Indraprastha College for Women, University of Delhi, India (June 2017- Aug 2020)

Among the top 10% of Class. Taken coursework in Graphic Designing, Advertising, Photography, Radio Production, Documentary Production, Fundamentals of Journalism, Communication research.

SKILLS

- Knowledge of Canva, Adobe Premiere Pro, Adobe Lightroom, Adobe Audition, Audacity, Photoshop, InDesign
- Knowledge of R, Basic HTML, Tableau, Flourish, DataWrapper, CometDocs, Open Refine, Excel, pivot tables, FOIAs
- Knowledge of academic research
- Knowledge of Social media management including Google Analytics, Google Trends, Demographic Analysis, Tweetdeck, Hootsuite, Instagram Analytics, SEO

CERTIFICATIONS

- Data Journalism and Visualization with Free Tools- (Knight Center for Journalism in the Americas) **(2021)**
- What is news?-(Michigan State University) **(2020)**

AWARDS AND EXTRA-CURRICULAR ACTIVITIES

1. Awarded Principal’s Honor Roll **(2020)**
2. Documentary called ‘[Nazarive](#)’, on acid attack survivors **(2020)**
 - Selected for First-Filmmakers Session 2020
 - Selected for Jaipur World Film Festival 2020
3. Certificate of Completion, “Rhetoric and Society”, under Dr Roseann M MandzuiK, University Distinguished Professor, Department of Communication Studies, Texas State University **(2019)**
4. Awarded [Millennium Fellowship](#), United Nations Academic Impact for Development Project on ‘Men Can Cry,’ working on SDG- Good Health and Well Being. **(2019)**
5. Certificate of Completion in British Council Creative Writing (Advanced Level)**(2016)**

RESEARCH

Research Paper on ‘Changing Representations of Women in Hindi Cinema through the lens of Cultural Globalization’ (2019)

Presented in the National Conference on Gender and Media, Department of Multimedia and Mass Communication, Indraprastha College for Women

Research Paper on ‘Political Memes and Perceptions: A study on memes as a tool of political communication in the Indian Context’ (2018-2019)

- Presented in MEDCOM 2019, Published in MEDCOM, Conference Proceedings
- Selected for AMIC, 2019, Thailand
- Selected for International Conference on Journalism and Mass Communications, 2019 in Dubai.
- Awarded Undergraduate Centenary Grant, Indraprastha College for Women