

# SRIJANI ROY CHOWDHURY

JOURNALIST, EDITOR, SENIOR CONTENT WRITER

## Skills

- Content Management
- Editing
- News Writing
- Features Writing
- Research
- Interviewing

## Fluent In

- English
- Hindi
- Bengali
- Korean (Beginner - Written)

## WORK EXPERIENCE

Organization: **Filmfare, World Wide Media (WWM)**

First Position: **Entertainment Writer**

Appraisal: **Senior Entertainment Writer**

Duration: **April 2024 to Present**

- Curates news stories and research-based articles on Bollywood, Hollywood, and South Korean entertainment and fashion.
- Interviews celebrities from Bollywood, Hollywood, South Korean and regional entertainment industries for digital and magazine use.
- Leads coverage on breaking news while securing exclusive scoops and insider reports.
- Assists Senior Editors and writes reviews of movies and shows.
- Ideates on, and curates exciting social media posts, brand-related content, and videos.
- Assists editorially to maintain smooth work in Filmfare's personal IPs.
- Assists with red carpet interviews and thorough inside coverage during Filmfare's award ceremonies.
- Maintains and nurtures strong

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**Portfolio:**  
<https://srijaniroychowdhury.journoportfolio.com/>

relationships with PR agencies, talent managers, and publicists for seamless coordination of interviews and exclusives.

- Coordinates with global publicists for interviews, junkets, and press events.

Organization: **StyleCraze, IncNut Digital**

Position: **Associate Editor**

Duration: **January 2022 to March 2024**

- Curated articles on fashion and lifestyle.
- Penned exciting product descriptions and highlighted the most important angles for her readers.
- Edited articles from freelancers and content writers to make the writeups sharp, crisp, and to the point.
- Manages a team of interns and freelancers, while assisting them with their targets, deliverables, and quality of work.
- Pitched ideas for content, infographics, and discussed ways of boosting the website's traffic.
- Incorporated the best SEO practices to frame pieces in accordance with Google's core updates, rules, and guidelines.

Organization: **Pinkvilla Media**

Position: **Junior Writer**

Duration: **July 2021 to January 2022**

- Worked with the editorial team – wrote and curated news articles for Pinkvilla's Hollywood, Bollywood, and Korean sections.
- Wrote reviews of movies, television shows, and music albums. Looked up catchy and interesting content from social media platforms to curate stories.
- Worked on feature stories, photo galleries, and exclusive stories for the website.

Organization: **TT-EDUGRAPH, THE TELEGRAPH**

Position: **Content Creation Executive**

Duration: **February 2020 to July 2021**

- Worked with the news section - wrote and curated news articles for TT-Edugraph - an online education portal jointly launched by The Telegraph and Anandabazar Patrika.
- Oversaw, conceptualized, managed, proofread, and edited content for TT-Edugraph's Campus Reporter programme (Campus Buzz) while coordinating with multiple teams of 30+ college students.
- Produced a range of topical content in the form of featured articles for the website.
- Secured and scheduled interviews with school managements and professors, which included establishing rapport with professionals and maintaining good contact from time to time.

#### **OTHER RELEVANT EXPERIENCE**

Organization: **Genius Korea**  
**(Freelance)** Position: **Entertainment**  
**(Music) Contributor** Duration: **August**  
**2022 to March 2024**

Organization: **The Things, VALNET**  
 Position: **Celebrity News /Features Writer (Freelance)**  
 Duration: **June 2023 to January 2024**

Organization: **SK-Pop, Sportskeeda**  
 Position: **Celebrity and Trends Writer (Freelance)**  
 Duration: **July 2022 to January 2023**

Organization: **The Earthview**  
 Position: **News Correspondent (Internship)**  
 Duration: **July 2020 to September 2020**

Organization: **Various**  
 Position: **Freelance Ghost Writer**  
 Duration: **May 2017 to August 2020**

#### **EDUCATION**

Degree: **MASTERS OF ARTS (M.A.) IN JOURNALISM AND**  
**MASS COMMUNICATION**  
 University: **University Of Calcutta**  
 Duration: **2018 to 2020**  
**Final SGPA: 7.320**

Degree: **BACHELOR OF ARTS (B.A.) IN ENGLISH**  
College: **Lady Brabourne College, University Of Calcutta**  
Duration: **2015 to 2018**

Degree: **ISC, CLASS XII BOARD EXAMINATION**  
School: **St. Augustine's Day School, Barrackpore**  
Duration: **May 2015**

Degree: **ICSE, CLASS X BOARD EXAMINATION**  
School: **St. Augustine's Day School, Barrackpore**  
Duration: **May 2013**

### **DECLARATION**

I hereby declare that the above information is true to the best of my knowledge.