

Arathi MINI

Antibes, France

arathimini5@gmail.com, +33-626515852

Writer | Content strategist | Editor | SEO Specialist

QUALIFICATION SUMMARY

A strategic, hands-on and creative copy writer, editor and content marketing manager, with more than ten years of work experience in print and online publishing media.

AREAS OF EXPERTISE

- | | | |
|--------------------|-------------------------------|----------------------|
| ✓ Copywriting | ✓ Social media marketing | ✓ Storytelling |
| ✓ Copyediting | ✓ Editorial calendar planning | ✓ WordPress |
| ✓ SEO Optimisation | ✓ HTML | ✓ Content Management |

WORK EXPERIENCE

International Business Times

Freelance News Editor

(April 8, 2020 – Present)

- Manage geographically dispersed teams of writers and editors.
- Give out assignments, editing written English articles related to politics, crime, entertainment and technology, and publishing submissions, while paying special attention to copywriting, quality, styles, and ensuring the editorial voice remains clean, polished and consistent throughout the website.
- Update the homepage frequently with news articles, while keeping an eye on the website traffic.
- Collaborate with the Editorial Director to review and optimize the workload in the teams <https://www.ibtimes.com/>

Self

Freelance journalist

(November 30, 2018 – March 30, 2020)

- The Hindu (thehindu.com): Wrote a column named Bon APP-etit (useful mobile apps for college students) for the Education Plus supplement of The Hindu newspaper.
- Heyvan Times (theheyvantimes.com): Wrote articles related to the conservation of wildlife; coordinated with NGOs to highlight their work.
- WCS India (wcsindia.org): Contributed articles on the conservation of aquatic wildlife.
- Line46: Contributed product description articles for a field staff management and customer service system.

International Business Times

News Editor

(September 30, 2017 - November 29, 2018)

- Managed a team of eight writers (pitched story ideas, brainstormed SEO headlines to boost search results and provided guidance to the writers to improve their work).
- Proactively sourced articles from partner websites and external agencies to increase traffic on IB Times' website.
- Wrote articles on business and politics.
- Prioritize and update the homepage by researching and identifying content that are best for driving traffic to the website.
- Edited articles related to politics, entertainment, sports and science, with strong attention to detail.

- Prioritized and managed the SEO-optimisation of the articles, while monitoring and deciding on their strategic placement on the website's homepage. <https://www.ibtimes.com/>

The Hindu - In School

Sub-editor/Reporter

(May 31, 2015 - August 30, 2017)

- Played a major role in the newspaper's editorial calendars planning, content creation and content production.
- Wrote a daily column called Literati (about books).
- Edited articles related to education, politics and sports.
- Contributed a weekly column called Bookshelf, and helped design the page it appeared on. <https://www.thehindu.com/>

CEO Lifestyle Magazine

Assistant copy editor/writer

(September 30, 2014 - May 30, 2015)

- Conducted high-quality interviews of prominent CEOs and people in India from fashion, sports, tech and the healthcare industry, and took care of collaboration with PR professionals.
- Created the content and communications strategies of the website, apart from messaging, writing blogs, press releases, brochures, presentations, marketing communications, and advertising.

Hindustan Times

Copy editor

(June 1, 2012 - August 30, 2014)

- Edited and proofread stories and news articles.
- Selected to be part of the exclusive Page 1 team during India's 2014 general election.
- Was made accountable and given the sole responsibility of the Global page

EDUCATION

1) **Manorama School of Communication**

Post-graduate Diploma, Print Journalism

(June 06, 2011 - May 10, 2012)

2) **All Saints' College**

Bachelor of Arts in English, English Literature

(August 01, 2008 - March 25, 2011)

LANGUAGES

- **English** – Native proficiency
- **Malayalam** – Native proficiency
- **French** – Elementary proficiency

CERTIFICATIONS

- The Fundamentals of Digital Marketing by Google Garage
- Google Analytics by Google Garage