

Akriti Paracer

Environmental Communicator

Research, write, and create videos on the environment, politics, gender, and culture

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📍 Delhi

🌐 akritiparacer.journoportfolio.com

WORK EXPERIENCE

Senior Programme Officer WWF India

03/2019 - Present

- Draft and design communication for the Sustainable Business division; proofread and copyedit reports
- Assist research on Soft Commodities, Plastics
- Leading communication for Un-plastic Collective – collaborative platform with UN Environment Programme
- Managing national deforestation-free commodities campaign
- Managed FSC campaign garnering 13 million impressions

Video Producer Hindustan Times, Mint

03/2018 - 03/2019

- Researched, scripted, produced and shot news videos
- Covered state elections, parliamentary proceedings, Supreme Court verdicts, and the environment
- Edited videos on mobile and desktop suites
- Optimised videos on YouTube to cross 500,000 views

Multimedia Journalist The Quint

05/2016 - 02/2018

- Wrote articles, explainers on breaking news and elections
- Copyedited articles, opinion pieces
- Scripted, produced, shot, and edited videos
- Created graphics for data-driven stories
- Researched on politics, policy, technology, environment, culture for long-form articles, videos
- Promoted content on social media; SEO optimisation

EDUCATION

PG Diploma English Journalism Indian Institute of Mass Communication

2015 - 2016

1st Division

BA History Honours Gargi College, Delhi University

2012 - 2015

1st Division

Arts + Commerce, Grade 12 Delhi Public School, Gurgaon

2012

84%

Grade 10 Delhi Public School, Gurgaon

2010

9.4 CGPA

SKILLS

- Research
- Fact Checking
- Writing
- Copyediting
- Data Gathering
- Video Production
- Proofreading
- Creative Design
- Critical Thinking
- Resourceful

COURSES

Development Communication Design for Social Impact & CSR Partnership - MICA (2020)

iPolicy for Young Leaders - Centre for Civil Society (2018)

PUBLICATIONS

Vogue India (2019)

- Articles on sustainability, financial literacy, and literature

Skin Stories (2019)

- Opinion editorial on disabilities and the Indian political discourse

Arre (2018)

- Social commentary on dissent and media in India

ORGANISATIONS

Terra.do (2020)

Sustainability and communications mentor with the online climate school

Model United Nations (2010 - 2015)

Delegate; International Press and Organising Committee member

Manthan (2013 - 2014)

Contributing writer for history department's magazine

GlassEye (2012)

Member of undergraduate college's film society

Student Council (2010 - 2011)

Environment Secretary in school's junior student council

Shiksha Kendra (2010 - 11)

Taught english, maths, and life-skills to underprivileged students

CanKids (2010 - 2011)

Volunteered with the NGO supporting childhood cancer patients

Indo-German Exchange Programme (2010)

Indian delegate to Germany as part of cultural exchange organised by the German Embassy

LANGUAGES

English ● ● ● ● ●

Hindi ● ● ● ● ●

HOBBIES & INTERESTS

- Reading
- Writing Poetry
- Yoga
- Travelling