Hannah Rachel Abraham

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ABOUT

Tenacious, cheerful, and detail-oriented media professional with over 150 bylines in the world's largest publications, and >6 years of experience in journalism communications, outreach, content writing, and public relations.

WORK EXPERIENCE

Newsroom Fellow
BUSINESS INSIDER

LONDON, UNITED KINGDOM
July 2024 - Dec 2024

- Breaking news and hard news pieces about conflict, power, and international politics for an audience of >50 million monthly visitors.

International Reporting Program
DEADLINE HOLLYWOOD

LONDON, UNITED KINGDOM
April 2024 - May 2024

- Turned around press releases, covered premieres, wrote global briefs, pitched, researched, and conducted interviews with a special focus on Asian talent.
- Interviews include Ambika Mod, Prabhas, Charithra Chandran, Sid Sriram, and Sobhita Dhulipala.

Freelance Journalist
VARIOUS

Oct 2020 - Present

- Published >100 articles on entertainment, pop culture, science and education in The Guardian, Variety, TeenVogue, GRAMMY, NME, The Week (India), whynow, and more
- Conducted extensive background research to produce thought-provoking pieces ranging from interviews to investigations, opinions, profiles, and reviews
- Broke the news of Saint von Colucci death hoax for Variety
- Developed strong relationships with entertainment and media industry executives and sources to ensure accurate information and exclusive insights for each article
- Member, Broadcasting Press Guild

BAME Positive Action Fellow (Podcasting)
THE GUARDIAN

LONDON, UNITED KINGDOM
Jun 2023 - Jul 2023

- Researched, scripted, edited, and pitched ideas for The Guardian's award-winning podcasts - including Pop Culture, Science Weekly, Politics Weekly USA, and Politics Weekly UK.
- Credited on two episodes

Tutor
EXCEL LEARNING CENTERS

LONDON, UNITED KINGDOM
Nov 2022 - Present

- Teach more than 35 students English and Maths for 4 sessions a week, ages ranging from 6-18
- Take classes in GCSE, AQA and A Level English

PR Intern   **BANGALORE, INDIA**
EDELMAN   **Jul 2022 - Aug 2022**

- Developed strategic partnerships with key influencers in the food and lifestyle industry, resulting in an average engagement rate of 12% on social media platforms for TacoBell's sponsored content.
- Implemented tracking systems to measure the impact of influencer campaigns on brand perception and customer behavior, leading to a 30% increase in customer loyalty and repeat purchases for TacoBell.
- Managed and executed successful influencer marketing campaigns for TacoBell, coordinating with 58 FOC and paid influencers across 6 regional markets, and drove sales upwards in newly opened stores.

Communications and Outreach Executive   **BANGALORE, INDIA**
INFOSYS SCIENCE FOUNDATION   **Nov 2020 - Apr 2022**

- Hired after personal interview with the founder of Infosys, Mr. Narayana Murthy.
- Was one of an organisation of only five people who planned and executed two virtual Prize Ceremonies and Press Conferences for the prestigious Infosys Prize
- Served as the primary point of contact with jury panels, including esteemed members like Prof. Arvind (MIT), Prof. Kaushik Basu (Cornell), and Prof. Akeel Bilgrami (Columbia), ensuring smooth communication and coordination throughout the selection process.
- Collaborated with external teams for PR and social media, resulting in a 22% increase in social media engagement.
- Implemented a streamlined editing process for press releases, reducing the average turnaround time by half and improving overall efficiency.
- Managed the organization's mailbox, triaging and responding to an average of 100 emails per day with an average response time of less than one hour, maintaining high levels of customer satisfaction.

EDUCATION

MA in DIGITAL JOURNALISM   **London, United Kingdom**
Goldsmiths, University of London   **Sep 2022 - Oct 2023**

- Passed with Distinction
- Produced, researched and executed a range of creative projects, including hard news, features, interviews, documentaries, court reports, and a fully self-coded final project
- Software Skills - Python, HTML, Javascript, UIKit, WordPress, Adobe Premiere Pro, Adobe Audition, MongoDB, echarts.js, MS Access
- Technical Skills - Interviewing, video editing, video production, podcast production, news writing, features writing, fact-checking and verification, data journalism, data scraping, media law

BA in ENGLISH, POLITICAL SCIENCE, HISTORY   **Bangalore, India**
Christ University   **Jun 2017 - Nov 2020**

- Graduated rank #1 with a Distinction and a 3.88/4.00 GPA

SKILLS

Creative Writing, Interviews, Features, Content Writing, Copy Editing, Proofreading, Corporate Communications, Project Management, Video Editing, Audio Editing, Data Analysis, Media Law, Teaching