

[AASHIKA SURESH](#)

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SUMMARY

With over 8 years of cumulative experience as a reporter, writer and content strategist, my expertise includes writing engaging and effective content for both B2B and B2C clients. Trained as a journalist, I have practical skills in research as well as connecting the dots for the big picture. From SEO best practices to in-depth features, I have written on wide-ranging topics from business, branding and AI to travel, food, as well as stories for children. My keen interest in language and grammar also comes handy for proofing and editing.

WORK EXPERIENCE

Agile Product Owner (July 2024 – Aug 2024) | Hedgehog Social

- Worked with stakeholders to identify product features and created user stories
- Managed team priorities under Scrum methodology
- Facilitated sprint planning and tracking progress
- Managed backlog
- Managed feature releases
- Special project: Website rewrite under new brand philosophy

Editor (July 2023 – July 2024) | Hedgehog Social

- Identified and curated Top Stories page for U.S. audience
- Created newsletters
- Special project: Taxonomy for image library

Founder (Mar 2023 – Present) | Fenance

- Identified and pitched to startup founders, content managers in SaaS, finance and fintech
- Created long-form articles and press releases
- Managed a team of 5 writers
- Edited articles to match brand voice and content objectives
- Clients: Investmint, PropReturns, Sprinklr, Cone, YourStory

Freelance Writer (Mar 2022 – March 2023)

- Social Media manager at Polysynth
- Personal finance editor at The Simplus
- Newsletter curator and writer at Mesha (web3 platform)
- Miscellaneous freelance writer, editor and manager for projects in real estate, lifestyle and web3 (Clients include Freshworks, Prayojna, among others)

Staff Reporter (June 2021 – Feb 2022) | The Signal

- Curating and writing the daily financial newsletter on topics including technology, business, policy and environment
- Reporting for long-form content
- Contributed to the podcast product

Freelance Writer (April 2019 – May 2021)

- Senior Features Writer at InFrame

- Content Writer at Freshworks
- Contributed to National Geographic Traveller India's online and print editions
- Authored books for children for a private company
- Working with a variety of clients in business, lifestyle and travel to create website and social media content

Credit Reporter | Bloomberg News (Aug 2018-February 2019)

- Interacted with sources for news on Indian credit markets
- Covered the IL&FS debt scenario, Zee News and other pertinent Indian market news
- Collaborated with reporters to write features

Associate Editor cum Financial Analyst | JMN Investment Research, Pvt. Ltd. (May 2015 – July 2017)

- Edited fundamental and equity research reports; factual, grammatical and language verification
- Wrote sell-side equity research reports for US markets on event-driven transactions such as spin-offs, and mergers and acquisitions
- Tracked earnings, pertinent company announcements; wrote timely updates on the same

Freelance Writer/ Editor | Simplus Info (February 2017 – July 2017)

Freelance Writer/ Editor | Food of India (March 2017 – May 2017)

INTERNSHIPS

News Intern | Bloomberg News (May 2018-Aug 2018)

- Spent initial 5 weeks covering conglomerates, auto and consumer news generating and writing diverse stories, conducting interviews and working on short videos
- Spent second-half covering Indian corporate credit markets

Summer Financial Analyst | Goldman Sachs Group Inc. (May 2014 – June 2014)

- Monitored and assisted with day-to-day operations of OTC futures contracts as part of the Asset Management team
- Internship project on interest payments for OTC futures collateral

SKILLS & COMPETENCIES

- Creative writing
- SEO writing
- Fact-checking
- Proofreading
- Breaking news management
- Strong interviewing skills
- Headline writing
- Research skills
- Project management
- Team management
- Strategic planning
- Deadline management
- Client communication

EDUCATION

COURSE	NAME OF INSTITUTION	SCORE
Post Graduate Diploma in Business Journalism	Asian College of Journalism	High-second Division
Passed CFA Level 1	CFA Institute	
B.Com (Accounting and Finance) – 2012-2015	M.O.P Vaishnav College for Women, Chennai	7.8 CGPA

SAMPLE WRITING LINKS:

<https://www.sprinklr.com/blog/live-chat-best-practices/>

<https://www.freshworks.com/live-chat-software/blog/author/aashikasuresh/>

<https://www.propreturns.com/resources/blogs/commercial-properties-for-rent-in-mumbai>

<https://newsletterest.com/message/71326/The-art-market-is-changing-colour>

<https://mesha.substack.com/p/blockchain-is-going-mainstream>