

Niharika Sharma

Multimedia journalist and communication expert with 11 years of experience

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EXPERIENCE

Corporate communications and content lead, Gurugram

August 2024- Present

- Leading the creation and execution of engaging content strategies for **Honasa Limited, Mamaearth's parent company** across multiple digital media platforms, including LinkedIn, Twitter, and Instagram, driving brand awareness and audience engagement.
- Work closely with the founders to manage and enhance their personal social media presence, aligning messaging with the company's vision and values while fostering a strong personal brand.
- Utilize data-driven insights to analyze social media performance, implementing strategies to optimize engagement and reach, resulting in measurable growth in followers and interactions.
- Coordinate with design, marketing, and PR teams to ensure cohesive brand messaging and to support product launches and campaigns, enhancing overall brand visibility and market impact.

Media and communications consultant, New Delhi

July 2023-July 2024

- Leveraged a decade of multimedia journalism experience to establish an efficient editorial process.
- Worked as an independent climate reporter with publications such as Mint.
- Guided new reporters in covering the Indian general elections, ensuring comprehensive and accurate reporting.
- Worked on content strategy with Edelman Limited, the largest private PR agency for intergovernmental clients including the International Solar Alliance

Collaborator, Digital Marketing and Branding Agency (New Delhi)

- Worked with a team specializing in the UAE and South East Asian markets.

SKILLS

News Reporting and Journalism:

Proficiency in researching, writing, editing, and presenting news in a comprehensive, accurate, and unbiased manner.

Data Analysis for Reporting:

Skilled in using Python and other analytical tools such as Factset to extract insights and trends from large datasets for a credible story development.

Digital Marketing & SEO:

Knowledge of search engine optimization techniques and digital marketing strategies to increase content visibility and audience engagement.

Social Media Storytelling and Engagement:

Expertise in leveraging platforms like Twitter, Facebook, Instagram, and LinkedIn to engage audiences and promote content.

Content Creation: Ability to produce high-quality written and multimedia content, including articles, blog posts, videos, and social media posts.

Video and Photo Editing:

Competence in using editing

- Managed content creation and communication strategies for high-profile clients, including the Emirates Family Office Association.
- Tailored content to meet specific cultural preferences and market needs, enhancing client engagement and brand presence.

Social Media Consultant, Sustainability-focused Infra and Manufacturing Startups (Delhi)

- Developed and implemented social media strategies to promote sustainability initiatives.
- Increased brand visibility and engagement through targeted social media campaigns.
- Analyzed social media metrics to refine strategies and improve outreach.
- Developed tailored content for diverse audiences in the UAE and South East Asia.

Quartz, New Delhi - Reporter

April 2019 - June 2023

- For the US-based publication, I have written about the intersection of corporate landscape, politics, and the socio-economic challenges in India.
- Covered a range of diverse subjects such as the manipulative practices of Chinese companies during the boycott calls in India, struggles faced by gig economy workers in South Asia, and the electric mobility revolution in India and China.
- Transformed financial reports, government and private company statistics, and balance sheets into reader-friendly pieces, utilizing tools like Datawrapper and Factset to present statistics in an easily understandable manner.
- Proactively identified trending topics on Indian Twitter and written articles addressing both the problems and solutions, as demonstrated in one of my stories under the mobility beat titled "Go First's bankruptcy has fueled mass resignations and higher airfares."
- In this role, I've extensively covered a wide range of topics from politics, clean energy, and mobility to business and finance, establishing myself as a versatile journalist adept at both breaking news and in-depth reporting. My work includes detailed explorations into significant issues ranging from Reliance Jio's dominance in the telecom industry and the severe air quality degradation in Delhi.

Daily News & Analysis (DNA), Noida - Chief Sub Editor

August 2017 - April 2019

software to produce visually appealing and engaging multimedia content.

Audience Building:

Experienced in growing and maintaining an active and engaged follower base across various digital platforms.

Content Management

Systems (CMS): Familiarity with various CMS like word press to publish, manage, and track content performance.

RECOGNITION & MENTORSHIP

My clean mobility coverage in India gave me a privilege to attend a summit organized by International Transport Forum (ITF) at the OECD (Organisation for Economic Co-operation and Development).

I also directed a dynamic team of seven emerging reporters and data producers at Quartz.

LANGUAGES

Hindi, English, and currently learning Italian and German

- I led the business vertical at DNA which is a digital sister publication of the National Media House Zee News. Here I oversaw comprehensive coverage of business and financial news impacting the Indian economy.
- As a business editor, my job responsibilities included coordinating with on-field reporters and the editorial team to ensure timely and accurate news reporting.
- I played a key role in editing stories, ensuring clarity, accuracy, and relevance, while also heading the coverage of major financial events such as the announcement of Union Budgets and central bank policies.
- Concurrently served as a political reporter, focusing on state elections in Hindi-speaking regions, demonstrating versatility and a deep understanding of India's political landscape.
- During my tenure, I successfully increased the business section's monthly traffic from an initial 10% to an astounding 300%, establishing it as the most consistently high-performing vertical over several months.
- Achieved significant readership growth by prioritizing the simplification of news articles, making them accessible and engaging without compromising on depth or resorting to jargon, highlighting my ability to communicate complex subjects effectively.
- Leveraged social media platforms, including Hootsuite, LinkedIn, Twitter, Facebook, and Instagram, to engage the audience, trigger social conversations, and understand readers' preferences.

Business Today, Noida - Senior Sub Editor

December 2016 - August 2017

- In my role, I deep dived into the complex relationship between politics and corporate India. This included crafting articles and photo essays on significant events like demonetization and the GST rollout, exploring their broad-reaching effects on businesses across the country. My work also extended to analyzing geopolitical tensions and their immediate consequences for urban dwellers, shedding light on how global and national policies ripple through our communities.
- Beyond the corporate sector, I turned my attention to the vibrant political scene of Uttar Pradesh. Covering the state elections there allowed me to report on the pulse of regional politics, offering insights into the candidates, the electoral process, and the outcomes, all of which play a critical role in shaping India's political landscape.

- In addition, I frequently collaborate with India Today's social media team, serving as a live panelist for discussions on current news developments focussing on Global South.

Business Standard, New Delhi - Senior Sub Editor

March 2016 - November 2016

- In my role, I got the privilege to write about the world of tech, where I reported on and reviewed all the cool new gadgets hitting the market, from the latest smartphones to cutting-edge tech toys. Keeping up with all the new releases meant I could share my take on what's worth the hype and what's not, making sure our readers had the insider info to make smart choices.
- I was also in charge of putting together the commodities page, primarily focusing upon Asian markets. I worked closely with our reporters from outside Delhi, piecing together updates and stories from all over to give our readers the full picture of what was happening in the commodities market. And before any of that could hit the print, I was the last set of eyes on each story, making sure everything was just right—clear, engaging, and mistake-free. This part of my job really sharpened my skills, balancing the exciting tech reviews with the nitty-gritty of editing and coordinating to bring the publication to life.

News18 India, Noida - Assistant Producer

December 2014 - February 2016

- At a 24/7 Hindi news channel, I produced and anchored a prime-time show for the Cricket World Cup 2015, working with the sports team to cover the tournament and engage with fans across India. My role involved live reporting from matches and interviewing cricket enthusiasts to capture the nation's passion for the sport.
- I also led the production of the channel's prime-time Bollywood show, IBN7, where I conducted interviews with major Bollywood figures such as Shah Rukh Khan and Katrina Kaif. This role allowed me to delve into the Indian film industry and bring celebrity insights to our viewers.
- Additionally, I was responsible for producing travel shows, showcasing various destinations across India. This involved planning, coordinating shoots, and highlighting unique travel experiences to engage our audience.

Zee Media, Noida - *Production Executive*

November 2013 - December 2014

- In my role at the news channel, I specialized in political reporting, a responsibility underscored by my editor's trust in my ability to both report on and anchor shows that examined the effects of political developments on the broader Indian population. My portfolio of work includes comprehensive coverage of critical events such as India's anti-corruption movement in 2011 and the pivotal 2014 general elections, analyzing their far-reaching implications.
- I was also charged with researching in-depth interview segments featuring key political figures. These interviews aimed to offer viewers nuanced insights into the ideologies and policies of India's political leadership, contributing significantly to the public's understanding of current political dynamics.

EDUCATION

Indian Institute of Mass Communication, Delhi - *Post graduate diploma in English Journalism*

August 2012 - March 2013

The premium journalism school provides a comprehensive program designed to equip students with a broad spectrum of skills and knowledge essential for excelling in the media industry. This program encompasses a diverse array of topics, meticulously curated to address the multifaceted demands of modern journalism and mass communication.

Guru Gobind Singh Indraprastha University, Delhi - *Bachelors of Business Administration*

July 2008 - May 2011

This program is tailored to provide a foundational understanding of the business world, combining theoretical knowledge with practical application. For me, this degree has laid the groundwork for a successful career in journalism, particularly in business and financial reporting. The analytical skills honed through studying business processes and market dynamics have empowered her to dissect complex financial stories, making them accessible and engaging to a broad audience.