

PIYALI BHADRA

Digital Content Producer

8349227399 @ piyalibhadra1@gmail.com
https://timesofindia.indiatimes.com/life-style/fashion Noida, India

EXPERIENCE

Digital Content Producer 12/2023 - Present
Times Internet Noida, India

- Times of India
- Conducted research to identify target audiences and develop relevant content.
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 - Assisted in planning social media posts for publication on and platforms.
 - Researched potential partners and influencers who could help amplify our message online.
 - Conducted meetings to discuss production progress and attain production objectives.
 - Compiled scripts, program notes and other material related to fashion productions.
 - Worked closely with SEO team to optimize website pages for search engine visibility.
 - Supervised production staff during planned fashion photo shoots in studio and on location.
 - Created website articles, including graphics, photos and audio.
 - Managed publishing schedules for multiple social media accounts.
 - Maintained an organized library of all digital assets including videos, photos, graphics.
 - Researched production topics using internet, video archives and other informational sources.
 - Edited written copy for accuracy, clarity, tone, style and grammar.

Sub Editor 11/2022 - 11/2023
Jagran New Media Noida, India

- Jagran New English
- Ideated, pitched, and planned engaging online entertainment content, including news, special stories, and feature articles, adhering to SEO best practices.
 - Refined headlines and keywords to enhance search engine rankings for digital entertainment materials.
 - Supported in creating daily entertainment schedules.
 - Tracked social media trends and crafted current entertainment content.
 - Revamped entertainment slots by updating relevant sections on the website.
 - Managed collaboration with photographers, reporters, and videographers for content creation.
 - Managed daily output of 10 stories, each with a 400-word count.
 - Curated section-page programming for entertainment.
 - Integrated efforts of various departments including news and multimedia.
 - Evaluated and critiqued weekly new movie and show releases.
 - Authored content on fashion events for effective copy submission.
 - https://english.jagran.com/authors/piyali-bhadra Assigned topics, events and stories to individual writers or reporters for coverage.

Executive Media Planner 07/2022 - 11/2022
Interpublic Group (IPG) Gurgaon, India

- Worked as an Executive Media Planner managing accounts for Urban Company, Dish TV and Budweiser.
- Conducted comprehensive Channel Share Analysis for the brand, segmented by region and target group.
 - Conducted highest TVR analysis of channels, ensuring alignment with regional, target group, and timeband specifications.
 - Conducted brand spot listings and performed reach and frequency analysis for brands and advertisers.
 - Conducted pre and post evaluations of account plans to optimize campaign effectiveness.

Media Planning (Intern) 03/2022 - 06/2022
India Today Noida, India

- Initiated the use of BARC software to analyze TVR ratings and compare channel performance against competitors.
- Developed and executed marketing strategies and plans for the channel, delivering comprehensive research and presentations.
- Analyzed viewership and marketing data to derive insights using Advanced Excel and PowerPoint.
- Acquired foundational knowledge of Media Planning, focusing on the comprehensive Media Planning process and TG Analysis.



PERSONAL SUMMARY

Dynamic content strategist and public relations associate with a proven track record in research, writing, and editing across various mediums. Exceptional skills in online content design and user experience with timely delivery of high-quality results. Recognized for building strong relationships with marketing leaders to create cohesive messaging, and driving impactful outreach initiatives through effective communication strategies.

LANGUAGES

English	Native	●●●●●
Hindi	Native	●●●●●
Bengali	Native	●●●●●

SKILLS

- Proofreading · Content Strategy Development · Report Writing · SEO Writing · Interview Coordination · News Writing · Barc Software · Mediascape Software · CMS · Press Release Writing · Media Training · Branding · Communications Development · Media Relations · Public Relations · SEO

PROJECTS

Introduction to Research Media

- 06/2022 - 07/2022 Noida, India
- Submitted a research paper on media trials, which included thorough research and data collection The results of the assessment were presented effectively.

Applied Communication

- 11/2022 - 12/2022 Noida, India
- Submitted a research paper on 'The Lack of Public Health Courses in the Indian Education System.' Utilized interviews as the primary methodology, and the results of the assessment were compiled and presented.

EXPERIENCE

Content Writer (Intern)05/2020 - 06/2022

Content HolicDelhi, India

- Crafted compelling Visa and University Statement of Purpose letters and essays for Indian students applying to Ivy League and global universities.
- Developed comprehensive resumes and questionnaires for clients seeking foreign enrollment.
- Conducted candidate interviews and developed comprehensive questionnaires to assess qualifications.
- Successfully submitted over 500 Statements of Purpose and more than 150 Letters of Recommendation.

Content Writer (Intern)07/2021 - 06/2022

KilobytesDelhi, India

- Submitted 3 articles daily, each consisting of 500 words.
- Crafted detailed articles on Rehabilitation Centers across Pune, Delhi, and Gurgaon.
- Updated the website with engaging content tailored to trending keywords and SEO best practices.
- Created tightly written news stories crafted from reliable sources.
- Presented news stories in a clear, concise, accurate and objective manner.
- Researched topics for news stories, conducted interviews with sources, and gathered facts.

Content Writer (Intern)10/2019 - 04/2020

AdmitKardPune, India

- Updated detailed blogs of over 1500 words on foreign institutes and courses for prospective candidates.
- Authored daily educational articles for the website.
- Conducted interviews and established communication with placement desks of internationally reputed institutions for content creation.
- Wrote using client's personal verbiage and reading level, creating more appealing messages.

EDUCATION

P.G. Diploma (Media And Entertainment Management):11/2021 - 12/2022

GPA: 8.0/10

India Today Media InstituteNoida, India

B.A. (Journalism & Mass Communication): 8.0/1008/2018 - 08/2021

MIT-ADT UniversityPune, India

12th: 70.9%01/2016 - 12/2018

CBSE: Christ Church Girls Seniors Secondary SchoolJabalpur, India

10th: 72.2%01/2014 - 12/2016

CBSE: Christ Church Girls Senior Secondary SchoolJabalpur, India

PROJECTS

Data Analysis

04/2022 - 05/2022Noida, India

- Employed various strategies and techniques to extract data insights from a data sheet The results of this assessment were submitted in a PowerPoint format created using Microsoft Excel.

HOBBIES

💎 Singing, Photography

EXPERIENCE IN YEARS: 3

ACTIVITIES

Managing and editorial participant at Times AutHer Awards 2024.

PERSONAL INFORMATION

Date of Birth: 06/11/2000
Gender: Female