



JANANI.M

Postgraduate student specializing in media and communication with a focus on fashion and lifestyle journalism. Experienced in crafting engaging articles and digital content on contemporary topics. Strong communicator with hands-on experience in event coordination. Eager to apply academic knowledge and creative skills in a professional journalism environment

Work Experience

+91 6382094476

jananidurg01@gmail.com

www.linkedin.com/in/janani-durga

Alwarthirunagar, Chennai

Academic Background

SRM UNIVERSITY OF SCIENCE AND TECHNOLOGY, KTR M.A. Journalism and Mass Communication

June 2024 - Present
CGPA: 7.62

SRM UNIVERSITY OF SCIENCE AND TECHNOLOGY, RMP B.Sc Fashion Design

May 2023
CGPA: 8.87

VIDYODAYA MATRICULATION ACADEMY

June 2020
10th Percentage: 77.2%
12th Percentage: 67.8%

Skills

- Article writing
- Research and Fact checking
- Basics in Fashion styling
- Knowledge on Fashion terminology
- Communication skills
- Public relations

JOURNALISM INTERN | THE TIMES OF INDIA (CHENNAI TIMES - LIFESTYLE DESK

- Reported and wrote lifestyle features covering city events, workshops, art showcases, and community-driven stories.
- Pitched original story ideas, conducted interviews with organizers and participants, and developed engaging human-interest angles.
- Coordinated with photographers, attended on-ground events, and ensured timely filing aligned with editorial guidelines and print deadlines.
- Proofread and edited copies for clarity, structure, and factual accuracy before submission.
- Adapted tone and structure to suit print journalism standards while maintaining reader engagement.

Dec 2025
-
Present

FASHION DESIGNER | LISA BRIDAL COUTURE

- Designed bridal and bridesmaid wear, focusing on detail and client preference
- Managed day-to-day operations of the store, ensuring smooth functioning and customer satisfaction.
- Assisted clients with consultations, fittings and personalized styling advice to enhance their experience.

Jul 2023
-
Oct 2023

FASHION ADVISOR INTERN | YUTI BRIDAL BLOUSE

- Managed phone enquiries, addressing customer questions and coordinating appointments.
- Supported billing and transaction processes to ensure smooth sales
- Maintained customer records and follow-ups
- Gained hands-on experience in retail operations

Jan 2023
-
Mar 2023

VISUAL MERCHANDISING INTERN | MAX RETAIL FASHIONS

- Assisted in designing and implementing visually appealing product displays to enhance customer experience
- Supported the execution of seasonal décor according to guidelines
- Monitored inventory placement and ensured timely restocking
- Analyzed customer flow and display effectiveness to recommend improvements for maximizing sales

Jun
2022

Oct
2022

ASSISTANT STYLIST FOR JEWELLERY PHOTOSHOOT

- Assisted the lead stylist in preparing and organizing garments and jewellery for the photoshoot
- Supported styling decisions by coordinating accessories and ensuring alignment with the creative vision.
- Helped manage the shoot setup to showcase jewellery effectively
- Maintained the care and handling of delicate jewellery items throughout the shoot

Leadership and Volunteer Experience

Aug
2025

DOMAIN HEAD – PUBLIC RELATIONS | DIRECTORATE OF ALUMNI AFFAIRS

- Led the PR strategy for the flagship event “Elevate,” managing outreach, branding, theme development, and cross-department engagement while executing creative publicity campaigns to maximize visibility.
- Oversaw help desk allocation and overall logistics, collaborated on thematic design and visual branding, and authored a comprehensive post-event report analyzing outcomes and participant feedback for future planning.

Jun 2025
-
July 2025

EVENT MANAGEMENT COORDINATOR | YOUTH UNITED COUNCIL OF INDIA

- Developed comprehensive requirements and guidelines for arts and cultural events at the Youth United Festival
- Managed logistics and resource allocation for successful event execution

Jun 2025
-
July 2025

VICE HEAD | YUCI TIMES

- Revamped the publication’s structure and visual identity
- Initiated new content sections to highlight community impact

Apr 2025
-
Aug 2025

PUBLIC RELATIONS | DIRECTORATE OF STUDENT AFFAIRS

- Volunteered in the Public Relations team for Milan 2025, the largest annual cultural fest at SRM
- Drafted official letters, Minutes of Meeting (MOM), and coordinated communication with event judges to ensure smooth coordination.
- Assisted in event management by monitoring the score sheet and maintaining accuracy
- Handled conflicts and resolved miscommunications promptly to maintain a positive event atmosphere

Mar
2025

DIGITAL CONTENT CREATION | VIKAPRI TRAINING

- Created career-focused video content, contributing to scripting, editing, and theme development.
- Delivered confident on-camera presentations while collaborating with the content team to ensure clear, impactful messaging.

Nov
2024

CHIEF EDITOR OF DEPARTMENT MAGAZINE – MUSE | DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

- Introduced new sections like literary works to diversify content.
- Oversaw content creation, editing, and team coordination
- Coordinated with designers and printers to maintain deadlines and quality standards.

Jul
2024

WRITER – THECONTEMPORARYOBSERVER | DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

- Write articles on contemporary subjects with a focus on fashion, engaging a diverse readership.
- Conduct in-depth research to ensure well-informed and compelling articles.
- Generate creative content ideas that align with current trends and audience interests
- Contribute regularly to the department website, enhancing its digital presence

Aug 2022
-
Jul 2023

SECRETARY OF DESIGN CLUB, MOZHI – DEPARTMENT OF FASHION DESIGN

- Organized and led the Handloom Day event, coordinating a fashion show, drawing competition, and writing competition.
- Invited different colleges to participate, fostering collaboration and community engagement
- Managed event logistics, including scheduling, venue arrangements, and resource allocation
- Facilitated smooth execution of activities and ensured a positive experience for all attendees