

JANANI M

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PROFILE

I write about fashion the way it works: as an economic system, a cultural signal, and a communication strategy. My background spans fashion design and journalism, and I've spent the past months reporting for The Times of India, managing content quality end-to-end across print and digital channels. I'm highly structured, work well across parallel tasks, and bring strong linguistic instincts to every piece of content I coordinate. I'm drawn to roles where precision in copy, multi-channel planning, and brand voice all intersect and I take ownership of getting the details right.

CORE COMPETENCIES

Content Coordination & Scheduling | Copy Editing & Proofreading | Multi-Channel Content | Fashion & Lifestyle Writing | CRM Content Basics | Brand Communication | Editorial Coordination | PR & Media Relations | Visual Merchandising | Retail Store Communication | Social Media Content

WORK EXPERIENCE

Journalism Intern – Lifestyle Desk | The Times of India, Chennai Times | *Dec 2025 – Mar 2026*

- Coordinated and managed copy quality end-to-end across print and digital channels — writing, proofreading, editing, and validating content adaptations before publication.
- Covered fashion, subculture, and community stories; developed a critical editorial voice around how style functions as identity, culture, and consumer signal.
- Collaborated with photographers and on-ground teams to ensure copy aligned with visual assets, brand tone, and publication standards — consistently meeting editorial deadlines.
- Adapted content structure and tone across multiple publication formats, demonstrating high linguistic precision and the ability to manage parallel story assignments simultaneously.
- Cross-desk exposure to Times Techies and Economic Times, gaining familiarity with content planning across different media verticals.

Selected Bylines:

- [Boards, Bonds & Bruised Knees — Chennai's skateboarding community \(Feb 2026\)](#)
- [Chennai Swaps Candlelight for Craft Nights \(Feb 2026\)](#)
- [Chennai's Anime Community Comes of Age \(Mar 2026\)](#)
- [Vision Board Sessions Become Community Spaces \(Jan 2026\)](#)

Fashion Designer | Lisa Bridal Couture | *Jul 2023 – Oct 2023*

- Designed bridal and bridesmaid collections with close attention to client briefs, fabric handling, and trend direction.
- Managed in-store operations, client consultations, and fitting coordination — building experience in fashion retail communication.

Fashion Advisor Intern | Yuti Bridal Blouse | *Jan 2023 – Mar 2023*

- Handled customer communications, appointment coordination, and retail operations in a fashion-focused environment.

Visual Merchandising Intern | Max Retail Fashions | *Jun 2022*

- Assisted in designing product displays and executing seasonal store communication guidelines — gaining hands-on understanding of how printed material and in-store visuals drive customer engagement.

LEADERSHIP & EDITORIAL EXPERIENCE

Chief Editor – MUSE Magazine | Dept. of Journalism & Mass Communication, SRMIST | *Nov 2024*

- Led content strategy, editorial planning, and team coordination for the department magazine — managing multiple contributors and parallel content tracks simultaneously.
- Coordinated with designers and printers to validate final outputs; introduced new literary and creative writing sections to expand scope.

Domain Head – Public Relations | Directorate of Alumni Affairs, SRM University | *Aug 2025*

- Led end-to-end PR strategy for flagship event 'Elevate' — managing outreach, branding, theme development, and cross-department engagement.

Vice Head | YUCI Times, Youth United Council of India | *Jun-Jul 2025*

- Revamped publication structure and visual identity; initiated new community-focused content sections.

Staff Writer – The Contemporary Observer | Dept. of Journalism & Mass Communication, SRMIST | *Jul 2024*

- Wrote research-backed articles on fashion and contemporary culture for the department's digital platform.

EDUCATION

M.A. Journalism & Mass Communication — SRMIST, Kattankulathur | 2024–2026 | CGPA: 7.62 (Ongoing)

B.Sc. Fashion Design — SRM University, Ramapuram | May 2023 | CGPA: 8.87

SKILLS & TOOLS

Writing & Editorial: Feature writing, copywriting, copy editing, proofreading, research, fact-checking

Content & Digital: Multi-channel content coordination, social media content, video scripting, digital publishing

Fashion: Fashion styling, visual merchandising, trend analysis, bridal wear, fashion terminology

PR & Communications: Media coordination, stakeholder communication, official correspondence, brand communication

Languages: English (Professional), Tamil (Native)