



Job Objective

Multi-faceted & proactive professional with effective communication skills and collaborative approach, targeting to express potential in **Developing News Content, Producing Bulletin & Headlines, News Anchoring, Video Editing & Script Development** with an esteemed Digital Media Platform by leaving a mark of excellence at each step.

SOUMYAJIT ROY CHOWDHURY

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Core Competencies

Content Writing

Journalism

Script Development & Editing

Bulletin & Headline Content Production

Strategic Planning & Implementation

Internal & External Communications

Proof Reading

Editorial Operations

Public Relations & Brand Reputations

Team Management & Leadership

Cross-Functional Coordination

Education

- PG Diploma in Mass Communication and Public Relations from The George Telegraph Training Institute in **2013**
- B.A. (Journalism & Mass Communication) from Calcutta University in **2010**.

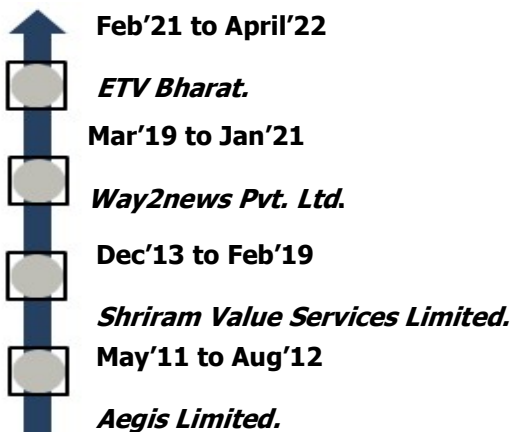
Technical Skills

- Octopus
- MS Office
- Page Designing Software: QUARKXPRESS.

Profile Summary

- Innovative, strategic, goal-driven professional offering **10 years** of career as a **Content Writer, Editor, Client Relationship Management & Backend Operations** of Current Affairs, News Content, Bulletin & Headlines at leading digital news platforms.
- Insightful success across **journalism industry, media laws, advertising strategy, TV/ Radio Report Writing Methodologies**.
- Showcased excellence in gathering information, stories & pieces from team members throughout the day, collaborating with news director, reporters & anchors to **develop, select & prioritize content, supervise the overall content & flow of news distribution**; successfully added stories, headlines & elements that will make the broadcast more attractive.
- Competence in **writing & editing, adhering to set standards** regarding relevance, priority, clarity, conciseness, style & terminology in accordance with any defined framework; proficiency in **converting raw data into press release** for government & private organizations.
- Thrives in **challenging environments with excellent communication**, interpersonal, negotiation, presentation, problem-solving, organizational and leadership skills.

Career Timeline



Work Experience

Feb'21 to Present
ETV Bharat, Hyderabad as Bulletin Producer & Content Editor

Significant Highlights:

- Led the initiative to **provide quality content for several projects** across different domains.
- Worked with the Production Team to create **well analyzed & understandable material**.
- **Performed video editing** as per the production team's needs and specifications to create well researched content with commensurable, highly impactful videos and information .

- Learnt the monitoring of the **most significant news' coverage** across different domains & industries in conjunction with Production Team .
- Competency in using the **latest end-to-end newsroom computer system software applications** to create & edit news content to **engage viewers and readers** in an efficient manner.

Mar'19 to Jan'21
Way2news Pvt. Ltd., Hyderabad as Process Associate (Bengali Content Editor)

Significant Highlights:

- Rendered support in providing **clear & concise content** for every project and for each client
- Worked with the Production Team to create **attractive & understandable material**; incorporated user feedback to improve publications & projects.

Roles Across The Career:

- Strategizing **content** w.r.t. **company's editorial guidelines & practices**; implementing content strategy for a wide range of **target audience** to drive a seamless user experience.
- Staying up-to-date with developments and generating new ideas to draw audience's attention.
- Producing engaging **& audience-specific quality content** in form of **news headlines**; creating **concise, eye-catching and innovative headlines** & body copy.
- Competent in **analysing & finding reliable information** to support the stories and evaluating the sources to determine if they have biased or misleading content.
- Leveraged **capabilities in writing & editing content** for stories, reports & headlines for the channel.
- Ensuring all content is consistent in terms of **style, quality and tone of voice** and optimized for search & user experience for internet news channels.
- Supervising the team as an **arbiter** of best practices in **grammar, writing, and style of regional language**; ensuring that each document meets prescribed quality standards and norms.
- **Reviewing all articles & photographs** for accuracy as well as potential libel or slander, and providing suggestions about the changes to be made before the publication is released.

Previous Experience

Dec'13 to Feb'19
Shriram Value Services Limited, Kolkata & Hyderabad in Process Associate

May'11 to Aug'12
Aegis Limited, Kolkata as Customer Care Executive

Prestigious Work Assignments Managed Across The Career

- <https://www.etvbharat.com/bengali/west-bengal/state/dakshin-24-parganas/residents-of-the-coastal-area-of-sundarban-have-already-fallen-asleep-in-panic-again/wb20210608222850861>
- <https://www.etvbharat.com/bengali/west-bengal/sports/cricket/international-series/t-tweenty-world-cup-bcci-president-sourav-ganguly-reached-mumbai/wb20210614142718314>
- <https://www.etvbharat.com/bengali/west-bengal/videos/state/due-to-heavey-rain-fall-water-logged-tamluk-district-hospital-in-west-medinipur/wb20210618151459487>
- <https://www.etvbharat.com/bengali/west-bengal/state/paschim-bardhaman/deprieved-tribal-village-people-from-govt-fasality-at-kanksa-in-paschim-bardhaman/wb20210627200616059>
- <https://www.etvbharat.com/bengali/west-bengal/state/paschim-bardhaman/molandighi-tribal-village-people-get-turpolin-and-other-article/wb20210628200042461>
- <https://www.etvbharat.com/bengali/west-bengal/bharat/center-sets-target-to-reduce-fifty-percent-road-accident-death-in-india-said-by-nitin-gadkari/wb20210618114758260>
- <https://www.etvbharat.com/bengali/west-bengal/state/kolkata/poster-against-bjp-observer-kailash-vijayvargiya-outside-partys-head-office/wb20210618142616865>
- <https://www.etvbharat.com/bengali/west-bengal/state/kolkata/wb-former-cm-jyoti-basu-birth-anniversary-celebrate-at-wb-assembly-in-kolkata/wb20210708150616602>
- <https://www.etvbharat.com/bengali/west-bengal/state/nadia/due-to-covid-pandemic-mayapur-iscon-temple-administration-celebrate-rath-yatra-some-restriction-at-mayapur-in-nadia/wb20210708162050313>

Personal Details

Date of Birth: 05th January 1987

Languages Known: Bengali, English, Hindi

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