

ASHWIN DANIEL

C O N T E N T W R I T E R



📞 9087251992

✉️ ashwindanieldaniel@gmail.com

📍 Chennai, Tamil Nadu

PROFILE

Highly skilled and creative Content Writer(particularly cricket). Adept at conducting in-depth research and adapting writing style to target different audiences. Strong command of grammar, punctuation, and writing best practices. Committed to meeting deadlines and exceeding client expectations.

SKILLS

- Social Media Management
- Content Writing
- Content Editing
- Copywriting
- Proofreading
- Video Shooting and Editing
- Audio Editing
- Public Speaking
- Strong Communication

EXPERIENCE

MEMBER OF COLLEGE PRESS TEAM

Madras Christian College

2021 - Present

- Member of official College Press Team
- Written various articles during different events happening in College
- Significant experience in taking minutes and running notes

CRICKET CONTENT WRITING

Independent

2021- Present

- Written various cricket articles personally and for college purposes
- Experience in cricket blog writing

PODCASTING

Hit Wicket (On Spotify)

2022- Present

- Currently running a cricket podcast in Spotify on my own
- Prior experience in oration and understanding of the game
- Notable experience in video and audio editing and producing content

EDUCATION

SECONDARY SCHOOL

St Joseph's Academy, Coonoor

2009 - 2021

UNDERGRADUATION

Madras Christian College

2021- 2024

EXPERIENCE

SOCIAL MEDIA MANAGER

Department of Journalism, Madras Christian College

2023 - 2024

- Developed and executed a comprehensive content strategy, creating engaging posts, graphics, and videos that increased the department's social media engagement.
- Managed the department's social media calendar, ensuring consistent and timely posts across platforms.
- Planned and executed successful social media campaigns for departmental events.

SOCIAL MEDIA MANAGER

Yuva Kabaddi Series

May 2024- June 2024

- Created and executed various on ground content with the players and other members of the teams throughout the tournament.
- Collaborated with editors and graphic designers to ensure the timely production and delivery of content.
- Produced a variety of content, including segments, interviews, reels, challenges, promos, and more.

PR COORDINATOR

Tamilnadu Premier League

July 2024 - August 2024

- Coordinated and managed press conferences with players, ensuring seamless media interactions and coverage.
- Drafted and edited press releases, maintaining high accuracy by thoroughly checking for spelling and grammatical errors.
- Uploaded and managed content for the official website, enhancing online visibility and audience engagement.
- Compiled and presented daily media coverage reports, providing valuable insights into public and media perceptions.
- Worked closely with media teams to ensure accurate and timely dissemination of information.

DIGITAL MARKETING ASSOCIATE

Zenminds Sporting Technologies

September 2024 - Present

- Ideate and create engaging cricket-related content for social media, including reels, posts, and interactive formats.
- Manage and grow the social media presence of the company and two franchises in TamilNadu Premier League (TNPL).
- Plan and execute content strategies to maximize engagement and audience reach.
- Edit videos and scheme ideas to design creatives to enhance social media storytelling.

Work Links:

1. On Screen

<https://youtu.be/ERn0lDOWpSk?si=gadxsp9q-EgUcCnH>

<https://youtu.be/HxAEkiRDy6k?si=HvQmTSBONGlDMCwz>

https://youtube.com/shorts/o7_glrk-T4?si=b-bawf9xENdkZ8eE

https://youtube.com/shorts/o7_glrk-T4?si=b-bawf9xENdkZ8eE

https://youtu.be/ZsT4opGKIUs?si=RYD6QM_FRnhLTN-0

<https://youtu.be/ykjW0drAFQ8?si=rtXVj5dFARkvzDjK>

<https://youtu.be/HJjwCRr3NAE?si=NiTqc3Kpg9YvPjjZ>

https://youtu.be/bR-4QBgjQsU?si=TJEpl_mrzv6GjrS7

<https://youtu.be/QOqlh6bnpxU?si=nz6FqgoIDwR1LFDg>

<https://youtu.be/DxsihAzKjql?si=ZkPUwd1SVJw1JDx5>

<https://youtu.be/fgFgG-IBVlc?si=OTr4lJhlf1BmSCMq>

<https://youtu.be/c6as3sSoujQ?si=Wwtqnk76YyDplcMR>

<https://youtu.be/DFCbqM7-V7A?si=Po6pHqlwMhJRG3yM>

<https://youtu.be/Jy4b-XeQp3k?si=zWwsID0ohE68E0Fb>

https://youtu.be/QpcuuuAyKGQ?si=uBFKw7paMDK_1vGm

2. Podcast Link

<https://open.spotify.com/show/13FEPBCN3RHL97QBsaltKz?si=06ceb563c7a54b74>

3. Department Social Media Handle

https://www.instagram.com/mccjournalism?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzlxNw==

4. Social Media Manager for Yuva Kabaddi Series

https://www.instagram.com/yuvakabaddiseries?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzlxNw==

5. Cricket Articles

1) <https://www.kynhood.com/blog/665167b08150440012f4687f>

2) <https://www.kynhood.com/blog/66485fe896e2300012f31afc>

- 3) <https://www.kynhood.com/blog/66363f9b400b0a00126f4564>
- 4) <https://www.kynhood.com/blog/662c93e9577b11001265f299>
- 5) <https://www.kynhood.com/blog/661a699c48a1b800123d44b8>
- 6) <https://www.kynhood.com/blog/6607bbbc1ccb500012078749>
- 7) <https://www.kynhood.com/blog/663ef60585d7250011125043>
- 8) <https://www.kynhood.com/blog/6623539f9ae351001277f891>
- 9) <https://www.kynhood.com/blog/66114e04ede7f00012671346>
- 10) <https://www.kynhood.com/blog/65fe59dedd8e7300117318d9>

6. Social Media Handles

https://www.instagram.com/zenminds_sportsmedia?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

TNPL FRANCHISES:

- iDream Tiruppur Tamizhans
https://www.instagram.com/idream_tiruppur_tamizhans?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==
- Salem Spartans
https://www.instagram.com/salemspartanst20?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==