

EXPERIENCE

Senior Copywriter || DHC USA, Inc.

ALAMEDA MAY 2018-PRESENT

- Evolve brand voice for one of Japan's leading beauty companies expanding its reach in the U.S.
- Craft on-trend copy across channels, including home page, product pages, packaging and print catalog copy
- Write marketing emails, SEO-optimized blog posts and social media posts
- Create messaging for new product launches and in-store collateral for Costco, Ulta Beauty, Target and other outlets

Copywriter and Editor || Apple (contractor via Moravia)

CUPERTINO FEB. 2016-MAY 2018

- Wrote engaging short blurbs, synopses and app descriptions for high-profile Featured Content on Apple Music, iTunes and the App Store for "English for the Rest of the World" global markets
- Wrote eye-grabbing email marketing copy for Apple Music subscribers
- Developed writers' guidelines and localized global content

Writer || Freelance

EL CERRITO 1998-PRESENT

- Review films for The Hollywood Reporter
- Work has also appeared in Salon.com, San Francisco Chronicle, San Jose Mercury News, Contra Costa Times, Berkeleyside, 510Families.com and Times of India

Entertainment Editor and Reporter || India-West

SAN LEANDRO SEPT. 1998-MAY 2015

- Researched and wrote a wide range of investigative, education, business, health, lifestyle, food and entertainment stories
- Ran production of the 32-page color entertainment section, garnering the paper's widest readership and highest ad revenue
- Created the paper's entertainment section from scratch, establishing relationships with leading Hollywood studios and global festivals. I was the only Indian-media journalist to cover the Academy Awards on the red carpet 4 times.

SKILLS

Blogs
Copywriting
Copy editing
Editing (AP, Chicago Style)
Localization
Write
Drupal
Apple tools (Conductor, Radar, Rubicon)
WordPress
Proofreading
Social media
Breaking news
Headlines
Short-form writing
Long-form writing
Print production
Editorial calendars
Research
Interviewing
Project management
Quality assurance testing (QA)

AWARDS & FELLOWSHIPS

San Francisco Peninsula Press Club Award

Best Investigative Story

New America Media Awards

Best Business Story

Best Series

Silicon Valley Community Foundation Education Reporting Fellowship

South Asian Journalists Association Daniel Pearl

International Reporting Fellowship

Association of Health Care Journalists Health Reporting Fellowship

EDUCATION

Cal Poly Pomona

Mass Communications (3.5 years)

Transworld Teachers, San Francisco

TEFL (Teaching English as a Foreign Language) certificate