

SHARATH S

JOURNALIST

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SUMMARY

Forward-thinking Journalist with over 6 years of progressive experience in investigative reporting, web journalism and live anchoring across print, television and digital platforms. Proven expertise in crafting compelling news stories, scripting and editing broadcasts, and driving audience engagement through multimedia content and social media strategy. Adept at leveraging data-driven insights, SEO best practices and content management systems to optimize reach and build brand credibility. Seeking to bring innovative storytelling and digital-first news delivery to a leading UAE media organization.

PROFESSIONAL EXPERIENCE

CONTENT CREATOR & GRAPHIC DESIGNER	2024 – 2025
Foresight Digital Advertising, Kerala, India	
<ul style="list-style-type: none">Research and analyze industry-related topics to develop accurate, audience-driven content for clients' digital campaigns.Write clear, persuasive copy and develop storyboards for social media videos, graphics and blog posts.Design layouts, infographics and multimedia assets using Adobe Creative Suite to enhance client branding.Proofread and edit content to ensure adherence to style guides and SEO best practices.	
NEWS ANCHOR	2023
Marunadan Malayalee, Kerala, India	
<ul style="list-style-type: none">Organized and presented breaking news segments live, prioritizing the most compelling angles and ensuring factual accuracy.Collaborated with producers and reporters to revise scripts and incorporate up-to-date information.Monitored local, national and international news feeds; prepared concise bulletins and voice-over segments.	
NEWS ANCHOR / SUB-EDITOR	2021 – 2022
BNC Reporter (Online News Channel), Kerala, India	
<ul style="list-style-type: none">Wrote headlines, captions and story summaries optimized for web and mobile audiences.Pitched investigative story ideas, conducted interviews and verified facts for broadcast and online publication.Collaborated with digital team to integrate video clips and interactive elements into news articles.	
NEWS ANCHOR / WEB JOURNALIST	2018 – 2020
Kasaragod Channel Network (KCN), Kerala, India	
<ul style="list-style-type: none">Gathered, verified and reported local news stories for online platforms, driving average monthly pageviews.Created and edited photos, videos and other multimedia to support featured articles and social media posts.Presented cohesive news bulletins to diverse audiences, maintaining a clear, authoritative delivery.	

EDUCATION

MA Journalism & Mass Communication	Pursuing
Andhra University, India	
BA Journalism & Mass Communication	2024
Swami Vivekanand Subharti University, Uttar Pradesh, India	
Diploma in International Airline & Travel Management	2017
Kasturba Institute of Medical Sciences & Management, India	
Higher Secondary(Humanities)	2016
Kerala Board of Higher Secondary Education, India	

CERTIFICATIONS & TRAINING

- Certificate in Graphic Designing, ICS Media Studies, Kerala, India
- Sabre CRS (Computerized Reservation System), Akbar Academy of Airline Studies, Kerala, India

CORE COMPETENCIES	TECHNICAL SKILLS	LANGUAGES
<ul style="list-style-type: none">Investigative ReportingBreaking News CoverageLive Anchoring & PresentationNews Writing & EditingWeb Journalism & SEOMultimedia Content CreationSocial Media StrategyGraphic Design & LayoutAudience AnalyticsCross-functional CollaborationCrisis Communication & Rapid ResponseScript Writing & StoryboardingResearch & Fact-Checking	<ul style="list-style-type: none">WordPress, DrupalAdobe Photoshop, InDesignPremiere Pro, AuditionHTML5, CSS3Google Analytics, SEMrushHootsuite, BufferOBS Studio, vMixMailchimp, HubSpot CRMMicrosoft 365, Google Workspace	<ul style="list-style-type: none">EnglishHindiTamilKannadaMalayalam