

Anandita Bhalerao

(312) 975-4698 • anandita@u.northwestern.edu • ananditabl.com

I'm a multilingual journalist passionate about helping news organizations reach diverse audiences with data-backed editorial and engagement strategy.

EDUCATION

Northwestern University: Medill School of Journalism, Chicago *Expected June 2022*
MS Journalism, *Media Innovation and Content Strategy*

Relevant courses – Audience Development & Analytics, Audio Reporting, Enterprise Reporting with Data, Design Thinking & Research for Media Products, Business of Media Innovation

The Paris Institute of Political Studies (Sciences Po), Paris *September 2018 – May 2019*
Master's Exchange Program, International Affairs

St. Xavier's College, Mumbai *June 2015 – June 2018*
BA English – ranked first in the program.

WORK EXPERIENCE

Freelance Reporter *October 2021 – present*

- Published articles with Block Club Chicago, winner of Best Online-only News source in Editor and Publisher's 2021 EPPY Awards

Content Marketing Executive, ZebPay *June 2020 – January 2021*

- Introduced and curated a weekly newsletter to 1.9 million readers globally on developments in the blockchain space
- Redesigned content strategy for the website, improving time spent on blog by 360%
- Managed communications outreach and press interactions for the CEO of India's first cryptocurrency exchange, leading to over 250 news impressions
- Collaborated with a cross-functional team to build ZebPay Learn, a customer education initiative
- Edited and published bi-weekly trade reports for high-net-worth customers

Junior Writer, Verve Magazine *August 2019 – June 2020*

- Wrote two articles per week for the print and digital editions of India's first homegrown lifestyle magazine across arts and culture, fashion, lifestyle, and environment
- Managed social media accounts reaching 30,000 followers on Twitter and 300,000 followers on Instagram and created a calendar for digital campaigns around issue launches
- Wrote and published the magazine's bi-monthly newsletter via Mailchimp

OTHER RELEVANT EXPERIENCE

Editor, Cité Unie, bilingual campus newspaper at Cité Internationale Universitaire de Paris (CIUP) *2019*

Reporter, The Xavier's Press, campus newspaper at St. Xavier's College *2016*

SKILLS

Publishing: AP Style

Technology: Google Analytics, Microsoft Excel, Adobe Audition, Adobe Premiere Pro, HTML, CSS, WordPress, Mailchimp, Asana

Social Media: Twitter, Instagram, Facebook, TikTok

Languages: French, Hindi, Marathi