**SADASHIVA K**

**E-mail:** khandige29@gmail.com **~ Contact No.:** +91 9449018668 **~ Preferred Location:** Bangalore, Karnataka

*Continue to grow knowledge and experience as a senior**professional in* ***Content Writing & Editing*** *(****Public Relation*** *|* ***Advertisement*** *|* ***Translation Services -English and Kannada)*** *with a strong inclination to contribute to an organization which is built on solid values, work ethics, and principles*

**PROFESSIONAL PREFCAE**

* Creative, skilled, and accomplished **Chief Sub-Editor** with 18+ years of profound record of success in developing articles and business stories for company magazines, editing and proofreading articles and working on editions of magazine
* Showcased expertise in **designing**, **writing**, **rephrasing**, **proofreading**, **editing**, **managing content**, **producing news**, **articles**, **magazines**, **web content**, **presentations**, **press releases**, **leaflets**, and **reports** etc.
* Scrupulous approach in quickly sizing up assignments, setting priorities, creating a timeline and delivering high quality content for multiple platforms within defined time frames
* Insightful knowledge of best SEO practices in creating content adhering to SEO needs for better search engine performance. Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results
* Leverage strength to witness the big picture, organize interactive content, translate from **English to Kannada & Kannada to English** and communicate powerfully with the target audience
* Proven ability to conduct research & analysis on **political & economic situations** to ensure correct & accurate information
* Adept in monitoring & analyzing the performance of key performance indicators (KPIs) to offer suggestions for perfection
* **Excellent written and communication skills**; **producing well-researched content** for publication online and in print and utilizing industry best practices and familiarity with the organization's mission to inspire ideas and content

**KEY AREAS OF EMPHASIS**

*Content Writing ~ Editing and Proofreading ~ Web/Features Writing ~ SEO Practices ~ Market Research and Analysis ~ Project Development ~ Writing Schedules ~ Strategic Planning ~ Public Relations ~ Quality Assessment ~ Team Engagements*

** CAREER CONTOUR**

**Chief Sub-Editor with Leading Daily Since Jan’17**

* Driving performances in the development and execution of news which aims at meeting business and communications goals
* Proactive engagement in coordinating with content writers and gathering content relevant to the different areas of the publication with key accountability to meet results
* Proven expertise in sourcing content, editing it, and then publishing it in adherence to meet the requirements
* Active involvement in writing copy for article summaries & newsletters and promoting the content
* Adeptly contributing in assisting in the planning & designing of the publication by working with the content
* Thorough approach in hadling the benchmarking activities against competitor publications

**Chief Sub-Editor with Kannada Prabha Publications Private Limited, Bengaluru Feb’07 – Jan’17**

* Recognized as an in-charge of financial supplement
* Proactive with a sheer commitment in monitoring and writing news for national desk
* Efficiently contributed to work for state and mofussil desk
* Constructed two-way pipeline of communications unleashing quality performance from an engaged & motivated workforce

**Copy Editor / Reporter with E TV Network, Ramoji Film City, Hyderabad Jul’03 – Feb’07**

* Majorly engaged in writing & editing content for visuals and scripting current affairs. Competency to produce bulletins

** ACADEMIC CREDENTIALS**

**2003 PG in Mass Communication & Journalism** from Dept. of M.C.J., Mangalore University, Konaje

**1999** **Bachelor of Social Work** from School of Social Work, Roshni Nilaya, Mangalore

** TECHNICAL FORTE**

* **Well-versed with** MS Office Suites, Windows, and web-based applications

** PERSONAL SNIPPET**

* **Date of Birth:** 26th Feb’79
* **Linguistic Ability:** English, Hindi, Kannada, and Tulu