***Digital (Online/New Media) and Business Journalist with more than 9 years of exp…***

##### RISHI KUMAR SONWAL

**A – Skills & Expertise**

**Content Strategy, Ideation, Planning & Development for (Each)–**

* News & Current Affairs, Trending News, Viral Content, Listicals, Feature Articles, Interview based
* Content Strategy: Organic (Rankings – News, All, Featured Snippet), Direct, Social, Aggregation, App, mSite
* Pages Planning & Targeting (Users/Keywords/Event)– Breadcrumbs, Standalone (Static/Dynamic)
* Digital Content Operation–News Sites, Static Content, Dynamic Content, eCommerce, Blogs)
* Social Media Content- FB, Linkedin, Twitter, WhatsApp, Customised
* Content for Referrals (xml feed based) – e.g. UC Browser, mailers, etc.
* Best Practices for Online/Digital Media Writing, Feature Writing, SEO Writing, Content Repurposing.
* Video Content– Youtube Channels, Tutorials, Learning, Careers, Success Stories
* Content for Business and B2B Magazines- Business Writing, Interview based writings, trade/industry specific writings, journals, coverage to press conferences/press-briefings/round-tables/B2B fairs/trade fairs/seminars/workshops.
* Marketing Communications Content – Advertisements, Web-Banners, Micro-Site, White Papers, Press Releases, Email Marketing, Newsletters, Communiqué, bytes, pre-event & post-event.
* Hindi Content – News, Articles, (target audience & appropriate metrics)

**B - Experience so far**

1. Working as **Content Lead (Section Content Head – News & Trends)** with **Jagranjosh.com** **(No. 1 Education Portal of Dainik Jagran)** since September 2015.
	1. **Content Planning & Development**– Planning for different platforms/channels – website, print (magazine & publications), Apps, video, social media, mailers, Alliances (UC App/Browser, Indeed, Taboola), etc. (static, real time, trending, high searches, keyword targeting, listical, retaining, developing high social value, online friendly, etc.) with “Best Practices for Online/Digital Media Writing” (News format, Depth, Meta, density, search friendly, plagiarism free, online writing, etc.
	2. **Analysis:**-Analyzing user behavior through Google Analytics & keeping adequate growth in Sessions/PVs accordingly. Analyzing social media behavior with different tools.
	3. **Product Development & Acquisition:*-*** Planning for new user acquisition and ensuring their retention with least exit. Planning/review of CMS for new features and components. Devising best structure for better results and retention.
	4. **Language:**English, Hindi and other regional languages.

**Achievement –** *Managing 35 million Page-Views (web+app) per month.*

1. Worked as **Chief Editor** with **Raftaar.in** **(Indicus Netlabs Pvt. Ltd.)** from November 2014 Aug 2015.
	1. **Leading**
* Headed whole operations of editorial and non-editorial content for Website, Apps and VAS.
* Content domains– News, Health & Beauty, Travel, Religion, Astrology, Dictionary and Language Services, Movies, Songs, Commodity, etc.
* Heading the team of Content Writers, Editors and Designers.
* Content planning and development for different platforms/channels – website, mobile Apps, VAS, social media (facebook, whats app, Linkedin, Twitter, G+), e-mailers, blogs, etc.
	1. **Collaboration**- Collaboration with other industry players for content aggregation and tie-ups.
	2. **Training**- Designing and training for ‘Best Practices of Writing and Editing’ and training content team to comply all Quality, Plagiarism, in-page analytics (SEO) parameters.
	3. **Strategy–** Implementing strategic approaches to the content, e.g. SEO oriented audience requirement and engagements oriented, etc.
	4. **Evaluation–** Preparing reports to analyze the performance of the planned content.

**Achievement –** 1. *Managed 20 million Page-Views, 2. Started new domains – Health, Travel, Religion & Spirituality, News (in house)*

1. Worked as **Content Manager** with **Jagranjosh.com** **(No. 1 Education Portal of Dainik Jagran)** from May 2013 to Nov 2014.
	1. **Content Planning**– Planning for different platforms/channels – website, print, mobile Apps, video, social media, mailers, Blogs, etc.
	2. **Development –** Managing and guiding content writers and content editors as per plan. Writing News & Articles; Interview Articles; Social Media Articles, Press Releases, Video Content, etc.
	3. ***Products Catered:-*** eBooks, website, mobile Apps, Online Tests, Social Media, Website, e-mailers, print magazine and publications, Video, etc.

**Achievement –** 1. Managed 13 million Page-Views, 2. Highest Facebook Likes across all other sections, 3. Managed 50 news/articles live every day, 4. Free module to Paid Module.

1. **Editing** **and translation** (on contract basis) of the research book–Ant Se Shuruat’ at **Asmit Publication House** (a New Delhi based publication house) from October 2011 to February 2013.

 **Achievement –** The book was approved by NASA for further research.

1. Worked as **Special Correspondent** at **SME WORLD** (a New Delhi based monthly business magazine for Micro Small and Medium Enterprises, MSMEs) from January 2010 to August 2011. Reason for Leaving: Better Prospects.

***Achievements*:-**

 **(a) Interviewed >50 governments and corporate/industry personalities.** e.g.

* Secretary, Ministry of MSME, Govt. of India
* Development Commissioner, Ministry of MSME, Govt. of India
* CMD, National Small Industries Corporation (NSIC), Ministry of MSME, Govt. of India
* KVIC, Khadi and Village Industries Corporation, Ministry of MSME, Govt. of India
* Quality Council of India (QCI), DIPP, Ministry of Commerce and Industry, Govt. of India
* Small Industries Development Bank of India (SIDBI), Ministry of Finance, Govt. of India
* Directorate General of Foreign Trade (DGFT), Ministry of Commerce and Industry
* Petroleum Conservation and Regulatory Authority,
* Central Council of Research in Yoga and Naturopathy, Ministry of Health, Govt. of India
* And top corporate houses, e.g. Google, Dell, Canon, Alibaba.com, Yes Bank, Axis Bank, Symantec, Tata Teleservices, Infor Global, Hughes Communication, Stag International, Xerox India, Nokia-Intuit, Metropolis Diagnostics Ltd., etc.

 **(b) Covered >50 events**/B2B fairs/trade fairs/conferences/seminars/workshops/press conferences/ press-briefings/round-tables organized by industry chambers (CII, FICCI, ASSOCHAM, CIFTI, etc.) and corporate houses.

 **(c) Published >50 articles** related to the business and economy.

 **(d) Articles *-*** <http://smeworld.asia/SearchResult.aspx?q=rishi+sonwal#.VSYIzfmUfuJ>

1. Worked as **Senior Sub-Editor** at **Industrial Panorama** (a New Delhi based monthly business magazine for Micro Small and Medium Enterprises, MSMEs) from October 2007 to December 2009.||| Why Left?: Magazine closed.

***Achievement*:-**

1. **Interviewed >25 governments and corporate/industry personalities, e.g.**
* Department of Industries of Government of NCT of Delhi, Uttarakhand, Himachal Pradesh, Jammu & Kashmir, etc.
* Top corporate houses, e.g. Tata Consultancy Services.

**(b) Covered >25 events**/B2B fairs/trade fairs/conferences/seminars/workshops/press conferences/ press-briefings/round-tables, organized by industry chambers (CII, FICCI, ASSOCHAM, CIFTI, etc.) and corporate houses.

**(c) Published >50 articles** related to the business and economy.

**C- Additional Engagements**

Apart from my regular full-time stint with different organisations, I have been engaged in Freelance working in the areas of writing, editing & translation; like:-

**Content for Public Relation, Corporate Communication** **& others**

* Press Release/Note/Communiqué/Newsletter (pre-event & post-event) Writing.
* Business Articles (published in leading media houses including national dailies & magazines, etc.)
* Writing interviews to be published in different media houses and business magazines.
* Writing news/social media updates, etc.
* Writing series of articles on any specific topics/project
* Editing written articles or any other content.
* Translation of the Content to Eng to Hindi & vice-versa.
* Translation of Annual Book of National Commission for Minorities (Govt. of India)
* Writing Newsletter and Annual Book of Morarji Desai National Institute of Yoga (Ministry of Health)

**D- Educational Details**

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| **Degree** | **Name of College** | **University/Board** | **Year** | **Subjects** | **Class/**% |
| NET/SLET | *UGC NET in Journalism and Mass Communication qualified in June 2012* |
| MA  | Apar India Institute of Management of Technology, New Delhi | Sikkim Manipal University | 2008 | Journalism and Mass Communication | Grade B(60%) |
| BA | Jagatput P.G. College, Jagatpur, Varanasi | V.B.S. Purvanchal University | 2005 | Economics and Political Science | Second 48% |
| Intermediate | G.I.C. Allahabad | U.P. Board | 2000 | Math Group | Second 53% |
| High School | G.I.C. Allahabad | U.P. Board | 1998 | Science Group | First 65% |
| Digital Marketing | CMS, Website Creation, Web Analytics, SEO & SEM, Social Media Campaign and Analysis, Email Campaign and Analysis, Mobile Marketing |
| Basic Computer | MS Office, Hindi (Mangal)Typing, Corel Draw |

**Educational Achievements:**

* Qualified National Eligibility Test (UGC NET), June 2012, conducted by University Grants Commission.
* Qualified written examination of Junior Grade Group B of Indian Information Service (IIS)-2012 conducted by Staff Selection Commission (SSC).
* Qualified written examination of Junior Parliamentary Reporter, 2006, conducted by Parliament Recruitment Cell, Parliament of India.

**E- Personal Details**

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| **Contact**  | **:** | +91-9582084050; rishi.k.sonwal@gmail.com |
| **Address** | **:** | Flat No. B-246, Pocket-11, DDA Flats, Jasola Vihar, New Delhi–110 025 |
| **Father’s Name** | **:** | Shri Ram Bhajan Sonwal |
| **Marital Status** | **:** | Married |
| **Child** | **:** | One daughter  |



**F- Reference urls**

**Linkedin:** <http://in.linkedin.com/pub/rishi-sonwal/10/858/97a>

**Google+:** <https://plus.google.com/110938327593249715835/about>

***Some of the Articles***

<http://www.jagranjosh.com/articles/check-out-the-36635-government-jobs-closing-on-date-of-indias-matches-in-icc-t20-world-cup-2016-1457843944-1>

<http://smeworld.asia/SearchResult.aspx?q=rishi+sonwal#.VSYIzfmUfuJ>

<http://www.tothesecondgear.com/uploads/8/2/3/3/8233280/aug_2010.pdf>

<http://blog.biz2credit.com/2013/02/04/super-bowl-commercial-pie-in-shoe/>

<http://blog.biz2credit.com/2013/02/14/being-couple-entrepreneurs/>

<http://blog.biz2credit.com/2013/02/06/succumbed-of-producing-credit-reports-to-borrow/>

<http://ezinearticles.com/?expert=Rishi_Sonwal>