



ANGITHA PRADEEP

PORTFOLIO

www.angithapradeep.com

WORK EXPERIENCE

ITP MEDIA GROUP | COMMERCIAL EDITOR

2022 - CURRENT

Dubai, United Arab Emirates

Conducted in-depth **research** on industry trends, regulations, and competitive landscapes to produce authoritative content.
Engaged with clients to understand their goals and brand identity, ensuring alignment with editorial strategies.
Implemented **SEO** best practices and data-driven insights to optimise digital content, increasing engagement and visibility.
Led a team of writers and freelance journalists, ensuring high-quality content production across multiple platforms (print, digital, and social media).
Negotiated content requirements, deadlines, and deliverables with clients, ensuring successful **project** outcomes.
Coordinated with **marketing, communications, and business development** teams to align content with broader marketing campaigns.
Hosted key industry **events** such as the Construction Week's Leaders in Construction Summit 2024 and Construction Week Awards.

CPI TRADE MEDIA | REPORTER

2018 - 2022

Dubai, United Arab Emirates

Content Creation: Researched and wrote news stories, features, and profiles on construction industry topics.
Interviews: Conducted interviews with industry professionals to gather expert opinions and insights.
Event Coverage: Attended industry events and site visits to obtain firsthand information.
Editorial Planning: Collaborated with the editorial team to plan special editions and themed issues.
Social Media Engagement: Promoted content and engaged with readers through social media platforms.

FORBES MIDDLE EAST | CONTENT WRITER

2017 - 2018

Dubai, United Arab Emirates

Wide-ranging Coverage: Produced articles on trade, finance, and industry-specific news.
Special Editions: Contributed to special editions and themed issues with the editorial team.
Reader Engagement: Utilised social media to promote articles and interact with the audience.

ADIDAS | VISUAL MERCHANDISER (INTERNSHIP)

2015 - 2016

Gurgaon, India

Visual Merchandising: Developed 3D displays and styled mannequins to maximise sales.
Team Supervision: Ensured adherence to visual merchandising standards by supervising store staff.
Event Support: Assisted in organising and executing store events and promotions.

GULF NEWS | CREATIVE EDITOR ASSISTANT

2015 - 2015

Dubai, United Arab Emirates

Online Content: Wrote content for the national daily's online section.
Event Reporting: Covered events in Dubai, producing stories with self-clicked photos and videos.
Editorial Support: Assisted senior editors with content planning and coordination.

PROFILE

With 7 years of comprehensive **editorial experience**, I have led teams and crafted high-impact content across diverse sectors, including **construction, energy, technology, supply chain, and finance**. My expertise lies in creating strategic **editorial calendars and content plans** that drive engagement and align closely with business objectives. I also excel in conducting in-depth **research**, insightful interviews, and transforming complex information into compelling narratives. Proficient in **digital content creation, SEO strategies, and data analytics**, I can expertly enhance content performance and expand audience reach effectively. I am dedicated to upholding **editorial excellence**, both in myself and in my peers, through superior storytelling and editorial strategies.

SKILLS

Content Creation: Long-form Journalism, Profile Writing, Content Strategy, Conversion Copywriting, Visual Storytelling
Research and Analysis: Market Research, Data Analytics, Competitive Analysis, SEO/SEM
Technical Proficiency: Photoshop, InDesign, WordPress, Mailchimp, Microsoft Office, Google Analytics
Project Management: Editorial Calendars, Cross-functional Collaboration, Client Engagement, Event Planning
Communication: Crisis Communications, Social Media Engagement



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KEY PROJECTS AND EVENTS

AWARDS COVERAGE

Managed comprehensive coverage for internal awards programs at ITP Media Group's Business Division.
Conducted on-site interviews with nominees, winners, and experts.
Collaborated with editors and judges to evaluate nominations and select winners.
Played a key role in branding initiatives and script development for award ceremonies.

CONFERENCE MANAGEMENT

Planned and executed content marketing campaigns for the construction, energy, and supply chain sectors.
Developed strategic marketing plans to enhance brand visibility.
Built relationships with stakeholders to boost event participation.

EDUCATION

MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION

Currently pursuing - Distance learning
IGNOU, New Delhi, India

BACHELOR OF DESIGN IN FASHION COMMUNICATION

Completed in 2016
National Institute of Fashion Technology, Mumbai, India
Graduation Project - Increased seasonal promotions through brand development ideas and improved website traffic with SEO and SEM strategies.

CERTIFICATE IN PROP MAKING Completed in 2015

National Institute of Fashion Technology, Mumbai, India

HIGHER SECONDARY EDUCATION

Completed in 2012
Our Own English High School, Sharjah, UAE

BRANDS HANDLED

Main Publications: Construction Week, Construction Week Property, Oil & Gas ME, MEP Middle East, Aviation Business ME, Edge Middle East, Logistics ME, Finance ME, Commercial Interior Design ME

Additional Publications: Facilities Management ME, PMV ME, Utilities ME, Defence & Security ME

EXPERTISE

Photoshop	●●●●●●●●
InDesign	●●●●●●●●
Illustrator	●●●●●●●●
Lightroom	●●●●●●●●
SEO & SEM	●●●●●●●●
WordPress	●●●●●●●●
Ms Office	●●●●●●●●

LANGUAGES

En	English
മ	Malayalam
₹	Hindi
த	Tamil

ADDITIONAL INFO

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Dubai, UAE
UAE resident

HOBBIES



Gardening



Packaging
Design



Origami