

VISHNUPRAKASH NALLATHAMBI

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Profile Summary

Media professional with 7+ years of experience in **Digital and Broadcast Media** with passion in developing the content ecosystem.

Work Experience

Working as **Senior Reporter**, at **Sun News**, Chennai since April, 2021

- Covering Politics, Higher Education Gender, Pop Culture, Science & Technology for Sun News 24x7 and Sun TV
- Contributing to Digital Platforms of Sun news across all social media platforms
- Monitoring overall growth and Handling Content Strategy for Sun News Digital Properties
- Transforming Broadcast content into Digital Ecosystem for social media
- Responsible Brand building by integrating with cross functional teams

Worked with **ByteDance** from December, 2018 to January, 2021 as **Lead Content Specialist**

- Content Management, Operations, Strategies for Helo, TikTok Apps
- Led Tamil and English language operations with tem of 10 members
- Conducted Offline Events to generate PR cases
- Frontrunner of Corporate Communications and Government team for Tamil Language
- Conducted daily analysis of various digital trends and planning Marketing campaign
- Led Campaigns based on user Interest, trending topics, Major Events
- Incharge for UI and content translation for Helo app using crowdin platform
- Executed strategic Media Partnership and maintained Healthy Relationship
- Responsible to increase Short Video content of News, Agriculture, Business vertical Content
- Acted as Representative for the product with Major Media Houses
- Managed Trending Topics to bring maximum user engagement
- Worked closely with Trust and Safety team to update Policies regularly

Worked with **News18 Tamil Nadu** 24*7 news channel from March, 2016 to August, 2018 as **Senior Content Writer / Reporter**

- News Reporter Covered Politics, Education and regular news events of Tamilnadu
- Television Anchor for Live and Recorded Shows
- Content Writer for Career Guidance, Science and Technology content
- News Producer for special documentaries, features
- Responsible for publishing, promoting education, science and technology contents on YouTube

Worked in **RedPix Media**, YouTube Channel from March, 2015 to March, 2016 as
News-Correspondent

- News Reporter covered Politics and Entertainment
- Social Media Editor responsible for daily engagement
- SEO operations for website
- Responsible for content publishing on YouTube and Facebook Watch
- Script Writing for YouTube videos
- Translating BBC documentaries into Tamil

Worked in **News7 Tamil**, Tamil News Channel from August 2014 to February 2015 as
Trainee-Assignment Producer/Reporter

- Responsible for Planning & Coordination with News Reporters ahead of the news events
- In house News Reporting for Breaking News

Skills

Social Media Manager, Digital Marketing, Short Video Content Operations, Content Writing, Multimedia Content, Script Writing, Video Editing, Camera Handling, Photoshop, Translation (English to Tamil & Vice Versa), Localisation using NLP tools

Academics

UG - 2013, **Bachelor of Electrical Engineering** from **Anna University**, Chennai

Certifications

Google News Initiative, Google Digital Marketing, Reuters - Facebook Journalism, Fact Check by ALT News, Gender Lens by Laadli, Loft 2.0, Data Visualization using PowerBI

Reference

1. [Sample Works from Sun News as Reporter](#)
2. [Sample work as Education Show Producer](#)

I hereby declare that the details furnished above are true to the best of my knowledge and belief.

Place: Chennai

Vishnuprakash Nallathambi