

prachi bhardwaj

prachibhard@gmail.com
prachibhardwaj.com
(678) 517-4492

SKILLS

Visualization

Adobe Illustrator
Datawrapper
HTML
CSS

Research

Bloomberg Terminal
LexisNexis
Spokeo
Cision

Analytics

Google Workspace
OpenRefine
Excel

Languages

English
Hindi
Spanish

EDUCATION

Master of Arts, Journalism

Data Journalism
Business and Economics Reporting
CUNY Graduate School of Journalism | Dec 2017

Digital Marketing Certificate

General Assembly | May 2015

Bachelor of Arts, Marketing

Bachelor of Arts, Advertising

University of Georgia | May 2012

SUMMARY

Communications Specialist with 4 years of experience in storytelling and design, 4 years of newsroom experience publishing articles for consumer-facing publications, and 3 years of experience developing PR strategies for clients in tech, healthcare, and entertainment. Seeking a job as a brand manager in the nonprofit sector.

STORYTELLING & DESIGN WORK EXPERIENCE

Be Cool Freelance Screenwriter | Remote | Jan 2021 – August 2023

Semifinalist and 6-time quarterfinalist in national screenplay competitions for an original 45-minute TV pilot entitled *Be Cool*.

@PrachiSchell Food Blogger | Remote | Mar 2020 – November 2020

Created 25+ multimedia posts using original photography, live video, photo and video editing, and graphic design. Gained 350 organic Instagram followers over the course of 8 months.

NEWSROOM WORK EXPERIENCE

MONEY Data Reporter | New York, NY | Oct 2018 – Jan 2021

Launched Money.com's flagship Best Places to Live and Best in Travel packages supervising a team of 8 data partners and 9 writers and editors.

Published 2 of the personal finance website's most highly trafficked articles and 80 additional stories using data from federal websites, corporate financial statements, consumer-facing companies, and data partners. Developed Money.com's first 3 original data stories using surveys created in partnership with Morning Consult.

City & State Tech & Policy Reporter | New York, NY | Aug 2018 – Oct 2018

Successfully launched a newsletter focused on the intersection of technology and policy for a local policy publication with 20,000 subscribers.

Business Insider Tech Editorial Intern | New York, NY | Jan 2018 – Jul 2018

Monitored website traffic and wrote SEO-friendly breaking news stories, startup profiles, trend pieces, and first-person features to bring more readership to the Tech Insider landing page.

Consumer Reports Editorial Intern, Electronics | Yonkers, NY | June 2017 – Aug 2017

Conducted research for, successfully pitched, and reported out feature stories about consumer technology and healthcare.

Published multimedia service stories across print, video, and mobile.

PUBLIC RELATIONS WORK EXPERIENCE

Vantage PR Account Executive | San Francisco, CA | May 2014 - Feb 2015

Managed PR strategies for 4 clients simultaneously, and curated media lists through the Cision database to get placement in publications such as Popular Science and Interiors & Sources.

TiVo Social Media & PR Coordinator | San Jose, CA | July 2012 - April 2014

Implemented the first Brand Ambassador Program to increase engagement across Facebook, Twitter, and YouTube. Brought viewership to the Corporate Blog yearround by pitching TiVo's research data to press.

Landed The Official Guinness World Record Attempt for the Longest Marathon Watching Television at CES in 2014. Worked across brand, marketing, and engineering teams for 4 successful product launches.