

prachi bhardwaj schell

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Writer with 4 years of experience screenwriting, 4 years of experience in data and service journalism, and 3 years of experience developing public relations strategies for clients in tech, healthcare, and entertainment.
Seeking a role in data analysis to create serviceable content.

work experience

SCREENWRITING

Be Cool Jan 2021 – August 2024

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

FOOD AND FARM

Kimberton CSA Farm Hand | Phoenixville, PA | Feb 2023 – April 2023

- One of four team members involved in harvesting winter crops, preparing fields for the upcoming harvest season, and planting herbs, fruits, and vegetables using biodynamic farming practices.

JOURNALISM

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

- Created algorithms in Google Sheets to effectively process up to 212,000 data points for Money.com's various flagship rankings, including Best Places to Live and Best in Travel.
- Supervised a team of 8 data partners and 9 writers and editors to launch Money.com's Best Places to Live 2020.
- Wrote 80 stories, including 2 of the website's most highly trafficked articles, 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

- 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

- Brought readership to the Tech Insider page by monitoring website traffic and writing SEO-friendly breaking news stories, startup profiles, trend pieces, and first-person features.

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

- Researched consumer technology and healthcare trends to write feature stories for the company's Electronics editorial team.
- Built multimedia service stories across print, video, and mobile.

PUBLIC RELATIONS

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

- Managed PR strategies for 4 clients simultaneously
- 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

- Increased engagement across Facebook, Twitter, and YouTube by implementing the company's first consumer Brand Ambassador Program.
- Brought viewership to the Corporate Blog by assessing and pitching TiVo's in-house research data.
- Worked across brand, marketing, and engineering teams for 4 successful product launches.
- Facilitated The Official Guinness World Record for the Longest Marathon Watching Television (CES 2014).

education

CUNY Graduate School of Journalism

Aug 2016 - Dec 2017

New York, New York

M.A. in Journalism

Specializing in Data

Journalism & Business

and Economics Reporting

University of Georgia

Aug 2008 - May 2012

Athens, GA

B.A. in Marketing

B.A. in Advertising

skills

analytics

Google Workspace

OpenRefine

Excel

visualization

Adobe Illustrator

Datawrapper

HTML

CSS

research

Bloomberg Terminal

LexisNexis

Spokeo

Cision

languages

English

Hindi

Spanish