

# prachi bhardwaj schell

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Highly motivated data-driven writer with a proven track record of building engaging stories and the ability to turn researched insights into relatable, readable, and serviceable content. **Seeking a role as a writer at a collaborative, community-based organization.**

## 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