



ABOUT ME

Motivated and detail-oriented individual with a strong foundation in administrative tasks and a passion for organizational efficiency. Possessing excellent communication and interpersonal skills, adept at handling various administrative duties with precision and professionalism. Skilled in multitasking, time management, and problem-solving, with a proactive approach to resolving challenges. Proficient in conducting thorough research, interviewing sources, and crafting compelling narratives that engage and inform audiences. Skilled in navigating complex topics and breaking news situations with accuracy and integrity. Adept at utilizing multimedia tools and social media platforms to enhance storytelling and reach diverse audiences.

ROHINI S

EDUCATION

M.A. SOCIOLOGY

University of Kerala, India
2022

PG DIPLOMA: TELEVISION JOURNALISM

Keltron, Trivandrum, Kerala, India
2019

B.A. ECONOMICS

University of Kerala, India
2017

PROFESSIONAL SKILLS

- Administrative support
- Office management
- Data entry
- Editorial standards
- Copyediting
- Proofreading
- Scriptwriting
- Journalism ethics
- Interviewing
- Content strategy
- Copywriting
- News Reporting
- Public Relations
- Media Relations



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WORK EXPERIENCE

JOURNALIST / ADMINISTRATIVE ASSISTANT Malayali Vartha online Channel
Trivandrum, Kerala, India | May 2021 – Present

- Develop creative and compelling story ideas, headlines, and content strategies to attract and retain audiences.
- Continuously refine writing skills and techniques through feedback, training, and professional development opportunities.
- Ensure content is accurate, well-researched, and aligned with brand voice, tone, and style guidelines.
- Prepare and deliver on-air news presentations for television, radio, or online platforms, following established formats and standards.
- Research and gather news stories, conduct interviews, and compile information for news segments and reports.
- Adhere to broadcast standards and regulations, including fairness, accuracy, and impartiality.

JOURNALIST CUM PR ASSISTANT

Newscom (Mobile News app), Trivandrum, Kerala, India | 2019 – 2021

- Assist in the development and implementation of public relations strategies and campaigns.
- Draft press releases, media pitches, and other communication materials.
- Coordinate media outreach efforts, including building media lists and pitching stories to journalists.
- Monitor media coverage and prepare media monitoring reports.
- Assist in organizing and coordinating press events, conferences, and interviews.
- Assist senior subeditors in reviewing and editing news articles, ensuring accuracy, clarity, and adherence to editorial standards.
- Learn to write headlines, captions, and other editorial elements to enhance the readability and impact of news content.

LANGUAGES

English

Hindi

Tamil

Malayalam

SOFTWARE PROFICIENCY

- MS Word
- MS Excel
- MS PowerPoint

INTERESTS



Music



Games



Sports



Fitness

- Conduct thorough research to gather accurate and relevant information for news stories, interviews, and commentary.
- Write scripts and ad-lib commentary for news segments, ensuring clarity, conciseness, and journalistic integrity.
- Collaborate with producers, reporters, and technical staff to coordinate the timing and flow of news programming.

PERSONAL DETAILS

Nationality : Indian
Gender : Female
Marital Status : Married
Passport No : V8789709
Visa Status : Visiting Visa

DECLARATION

I hereby declare that all the details mentioned above are in accordance with the truth and fact as per my knowledge and I hold the responsibility for the correctness of the above-mentioned particulars.