


SANJANA PRAKASH

I am a multimedia **journalist, producer** and writer with more than **6 years** of work experience in leading news and media outlets. I have a passion for technology and at **NDTV- India's top English news channel** – I was the producer of the award-winning and **no. 1 gadget show** in the country - The Gadgets 360 Show. I have produced, reported and anchored global tech shows and conferences including **MWC 2019** (Barcelona), **CES 2020** (Las Vegas) and conducted interviews with technology leaders of **Netflix, Dolby, Dyson** and **Google** among others. Before my stint at NDTV, I covered breaking news stories for business bulletins at **CNBC**. I am currently collaborating with top technology companies to experience and craft reviews and content on new and upcoming technologies like **Oculus, GoPro, Netgear** and **Dell** in the US.



I have strong communication skills along with a strong work ethic. I am motivated by challenges and adept at multi-tasking.

 Atlanta, GA

 sanjana.prakash21@gmail.com

 +1 (470) 454-0882



WORK EXPERIENCE

NDTV (New Delhi Television Ltd.), New Delhi - **Anchor and Producer**

Sept 2015 - Sept 2020

Key Roles and Responsibilities:

- Leading all **technology news bulletins** on NDTV 24X7: Anchoring technology bulletins/segments for the channel.
- Covered multiple breaking news stories on **tech policy**, the largest mobile phone production facility in the world, among others.
- **Producing (Editorial, Scripting, Shooting and Post-production)** for NDTV's flagship tech shows: **Cell Guru and Gadget Guru** (The Gadgets 360 Show) hosted by **Rajiv Makhni** and previously, also by Vikram Chandra.
- **Reporting for the shows** included liaising with different tech companies and interviewing the top management of tech giants like [Netflix](#) (2:30), Huawei, Google, Qualcomm, Apple, [Corning Gorilla Glass](#), [Dolby](#), HMD Global and Samsung.
- Led the **launch of a new show on start-ups** for the channel titled '[Unicorn- Chasing the Start-up Dream](#)'. This included research, pitching, launching, editorial and entire production of the show. Worked in close co-ordination with leading start-ups globally. The series went on to have its own [awards for start-ups](#) in India.
- Other tech shows I worked on for the network included 'How To' a show on various technology know-how's; and 'Byte Me'- on latest tech launches. **Led shoots and the post-production** along with writing the scripts in a two-person team.
- Shaped and managed a unique **two-part travel show** in partnership with Singapore Tourism titled '[Singapore Insider](#)'. Scripted, produced and oversaw post-production for the show. The series was nominated in the **Indian Television Academy Awards (ITA)**.
- Managed **large scale productions of special marathon shows** and [award shows](#) for the network. Worked as a Producer on the master rundown, guest management and scripting for these large-scale productions.
- Identifying online trends, **using different tools** to scale social media presence of the shows (Content strategy). Familiarity in using Facebook, Twitter, Instagram and other social media.
- Travelled extensively and reported on stories from **LA, San Francisco (Silicon Valley), London, Dubai (12:41), Hong Kong and Singapore**. Also reported from the biggest mobile show in the world: [Mobile World Congress 2019](#) (4:24) in **Barcelona** and the most well-known and largest tech show- [CES 2020](#) (4:00) in **Las Vegas**.

Prime-time News Bulletin Reports on NDTV 24x7:

- Trump warns Google- [Link](#)
- Netflix bets big on India- [Link](#)
- Tech segment on the news bulletin- [Link](#), [Link](#), [Link](#)
- Environment Social Governance (ESG) story- [Link](#)

MOST VIEWED BYLINES:

Facebook Oculus Quest 2 - [Link](#)
Netgear Meural Canvas- [Link](#)
Dell XPS 13 OLED- [Link](#)

Blue Mango Films, New Delhi - **Assistant Director**

April 2014 – May 2015

Key Roles and Responsibilities:

- **Pre-production, direction and post-production**- oversaw the production process for each project end-to-end (including scripts)
- Made videos for corporate use, TV consumption and social media
- Managed a team of Production Assistants in executing projects for clients like Ford, Google, Microsoft and Adobe
- Client facing role- pitched new ideas and managed different clients
- **Highlight:** Executed a two-part travel series on Uttar Pradesh for the U.P. Government, for **History TV 18**

Key Responsibilities:

- Created editorially sound **rundowns** for two news bulletins: Reporters Diary @6 and the Prime-time show: India Business Hour
- Worked in close co-ordination with the editor-in-chief and distinguished Indian journalist- Shereen Bhan
- Wrote news scripts, culled out edits (packages and interviews) for bulletins, wrote lead-ins for stories
- Edited **business stories** and worked in the **Production Control Room (PCR)** during the news bulletins

JOURNALISTIC PROJECTS

Projects undertaken during M.A in Journalism

- Produced a 15-minute **documentary** on farmer suicides in Vidarbha, Maharashtra
- Produced a film on Fishermen of Chennai titled 'Kasimedu'
- Worked on an **investigative project** on illegal slaughterhouses in Chennai. Received recognition from Maneka Gandhi (MP in India)

EDUCATION

2014	MA (Journalism) Cardiff University, Wales, United Kingdom <i>Dissertation module on 'Representation of Conflict in Africa by Western media'</i>
2013	Post Graduate Diploma in Journalism Asian College of Journalism, Chennai, India <i>Specialization: Television and Critical International Issues</i>
2012	B.A (Hons) English Jesus and Mary College, Delhi University, New Delhi, India
2009	Indian School Certificate (ISC) The Shri Ram School, Gurgaon, India
2007	Indian Certificate of Secondary Education (ICSE) Vidya Niketan School, Bangalore, India

SKILLS

SOFTWARE iNews ; Final Cut Pro ; Avid News Cutter ; Adobe Premier Pro (basic)

EQUIPMENT DJI Osmo ; Canon 5D ; GoPro Hero 10 Black

INTERESTS

Technology, Travelling, Tennis, Baking

LANGUAGES

English, Hindi, Spanish (basic)

REFERENCES

(Details can be furnished)

- Rajiv Makhni- Editor-in-chief, Technology, NDTV
- Indraneil Basu, Vice President- Programming, NDTV
- Suhasini Haider - Diplomatic Affairs Editor, The Hindu
- Nick Nugent- former correspondent, BBC (UK)