

# PRACHI VASHISHT

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## SKILLS

- Adobe Premiere Pro
- Adobe Audition
- Digital Content Production
- News Reporting
- Storytelling
- Search Engine Optimization
- Google Analytics

## EDUCATION

### **M.A. in Digital Media Studies**

Sam Houston State University  
Texas, Dec 2022

### **B.A. in Journalism and Mass Communication**

JIMS Vasant Kunj  
Delhi, Aug 2019

**Grade: 3.92**

## LANGUAGES

English (Native/Bilingual)

Hindi (Native/Bilingual)

**Know more!**

[Portfolio](#)

[LinkedIn](#)

## PROFILE

A multimedia journalist researching the misinformation and disinformation crisis in India. Adept at digital storytelling, social media management, digital communication strategies, digital writing, and advanced editing.

## EXPERIENCE

### **RADIO AND MEDIA INTERN**

KEDT-TV | TEXAS | 2022 - PRESENT

- Pitched and recorded daily news stories for KEDT-FM
- Produced and hosted International Voices, a radio feature uncovering the behind-the-scenes of international student life.
- Edited radio production projects and conducted background research.
- Handled camerawork for South Texas Leader - a KEDT show featuring leaders of South Texas.

### **WRITER**

HINDUSTAN TIMES | DELHI | 2019 - 2021

- Wrote articles on the beats of world news, lifestyle, health, travel and education.
- Managed search engine optimization and marketing for content delivered on various digital platforms.
- Framed editorial strategies to create content best suited for different beats.

### **NEWS DESK INTERN**

NDTV | DELHI | Jan 2019 - March 2019

- Tracked political and breaking news stories across India.
- Assisted with the production of the show 'We The People', a television show hosting the national political debate.
- Tracked political press briefings and event coverage for NDTV 24/7.

### **DIGITAL CONTENT INTERN**

TIMES OF INDIA | DELHI | July 2017 - Sept 2017

- Pitched daily stories and conducted SEO management, social media strategy, communications, and digital writing for the Lifestyle team.