

PAAYAL ZAVERI

JOURNALIST

CONTACT

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SKILLS

- Breaking news reporting, feature writing and editing
- SEO and social media
- Data gathering and analysis with Excel, RStudio, Tableau
- Adobe: Premiere, Photoshop, Audition, After Effects
- Languages: basic Spanish and Gujarati

EDUCATION

University of California, Berkeley

Graduate School of Journalism, Masters Degree

Reporter for school run news website
Richmond Confidential

University of California, Davis

Bachelors Degrees in History and Psychology

News Editor & reporter for student run newspaper The California Aggie

MEMBERSHIPS

- Asian American Journalists Association: member, SF chapter
Vice President: 2019 - 2021
- Society of Professional Journalists, NorCal Chapter
board member: 2017 - 2021
- South Asian Journalists Association: member

WORK EXPERIENCE

Senior Tech Reporter, Insider

San Francisco, CA

October 2019 — June 2023

- From 2019 to late 2022, I was a cloud software beat reporter, covering news from large companies like like Salesforce, Microsoft, and Adobe and startups like Notion and Airtable.
- I consistently broke news about cloud and software companies, while reporting longform features, profiles and explainers.
- A few examples of longform reporting include: a look into Salesforce's diversity challenges, a profile of Salesforce co-CEO Bret Taylor and coverage of Zoom's rise in popularity and challenges during the pandemic.
- I covered several large M&A events on the beat including Salesforce's purchase of Slack, Adobe's purchase of Figma and Broadcom's purchase of VMWare.
- From late 2022 onwards, I moved to a tech analysis team where I reported on topics like Big Tech's mass layoffs, work based immigration, TikTok's future in the U.S. and future of work.

Producer/Reporter, CNBC

San Francisco, CA

June 2017 — September 2019

- I was a tech focused producer and writer for CNBC's SF Bureau, where I told video and written stories about big tech, tech policy, emerging technologies, venture capital and California economy.
- I reported on major stories like the Uber vs Waymo trial, Amazon's search for HQ2, Uber and Lyft's IPOs and Apple's annual product releases.
- I wrote scripts for segments on TV and digital platforms, and wrote articles for CNBC.com — often producing a story for multiple platforms.
- I produced live TV and edited video segments and planned and managed field shoots, which included conducting high profile interviews, coordinating multi-camera shoots and gathering broll.

Freelance and Internships

San Francisco, CA, New York, NY and Washington, D.C.

2014 — 2017

- **NBC Asian America** (remote): pitched and wrote multimedia stories on Asian American and Pacific Islander arts, culture and history as a freelancer
- **CNBC** (New York, NY): produced video segments and written articles about markets and financial news as a summer intern
- **KQED Public Radio** (San Francisco, CA): pitched and reported audio and written stories about local news, education and culture for The California Report newsmagazine and KQED.com as an intern and freelancer
- **Talk Radio News Service** (Washington, D.C.): reported 2-3 articles per day about national news and politics, with photos and audio packages as an intern on Capitol Hill