**R E S U M E**

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| **NAME : S.K.RESHMA RAO**  **E-MAILID: reshmaraosk@gmail.com**  **CONTACT NO : 9449581780** | **ADDRESS**  **Uttarahalli 560061, Bangalore** |

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| **objective** |
| To be a consistent learner throughout and always endeavor to provide value addition to organized team efforts. |

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| **EDUCATIONAL QUALIFICATIONS :** | | | | |
| **COURSE** | **UNIVERSITY** | **INSTITUTION** | **MARKS (%)** | **CLASS** |
| **BA**  **(JOURNALISM)** | **MANGALORE UNIVERSITY** | **ALVA’S COLLEGE, MOODBIDRI** | **75.50** | **DISTINCTION** |
| **M.Sc**  **(CLINICAL PSYCHOLOGY)** | **KUVEMPU UNIVERSITY** | **KUVEMPU UNIVERSITY** | **69.00** | **FIRST** |

**PROFESSIONAL SYNOPSIS**

* 13 years of experience in journalism with thorough knowledge of editing, reporting, page designing, translating articles, news and other features.
* A competent creative writer with 400+ articles, feature, stories, poems being published in leading Kannada Magazines and Newspapers.
* created and translated thousands of news stories related to lifestyle, astrology, entertainment, national and international news for Asianet Kannada Website.
* Good interpersonal skills to manage the team and multitasking to meet the deadlines.
* have SEO best practice knowledge
* Have experience of working in various desks like state, general, Mofussil, Magazine etc.
* Good knowledge about current affairs.
* Knowledge on CMS uploading and tags
* My blog : [http://korakaludaari.blogspot.in](http://korakaludaari.blogspot.in/)

**WORK EXPERIENCE**

**Current Profile**: Senior Subeditor At Asianet news Kannada since 2021 November

From last 2 years was incharge of Astrology, lifestyle section of Kannada.asianetnews.com.

written entertainment stories.

**Worked as freelancer since May 2019- 2021**

*Key Deliverables:*

* Translated many articles related to Politics, Science, Arts, Lifestyle, Tourism, Press notes, Advertorials within the given deadline.
* Worked as freelance linguist
* Worked for Asianet news kannada website as a freelance lifestyle story writer.
* Written Motivational content to Kannada Manikya Youtube channel for the program named Mathu Manikya
* Translated a book on Ronald Colaco from English to Kannada.
* Worked as Fiction Content writer for Pocket FM

**Senior copy writer at NewsXKannada channel from April 2018 to May 2018**

**Copy editor in Vijaya Karanataka news paper from September 2015 to March 2018**

*Key Deliverables:*

* As a part of general desk team handled national and international news translations and reports.
* Was in charge of Vijaya Next magazine (2nd half) for 8 months.
* Proficient in writing articles related to lifestyle.
* Writer of column “Huduganobbana Gazalgalu” in Vijaya Karnataka.

**Kannada Prabha:Sub editor from March 2012 to May 2015.**

*Key deliverables:*

* Worked in all the desks of the News paper.
* Handled chamaraja nagar, Hassan and Mysore desks on my own.
* Was Lead article writer for supplement **BYTWO COFFEE**.
* Handled daily page making (InDesign).

**Other skill sets**

* During my PG worked as editor for IMPRESSIONS, a magazine from Psychology.
* I was creating 'PADABANDHA' column for ANGALA, a children magazine during my high school.
* I got prizes for collage making, creative writing, mad ads, street plays, variety and overall championship in group competitions in an inter college competition conducted by Surana College, Bangalore during 2010.

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| **PERSONAL DETAILS :** | |
| **NAME** | **S.K.RESHMA RAO** |
| **FATHER NAME** | **T.V.KESHAV RAO** |
| **SPOUSE NAME** | **SRIKARA H.P.** |
| **DATE OF BIRTH** | **30-04-1989** |
| **LANGUAGES KNOWN** | **KANNADA, ENGLISH, HINDI** |
| **HOBBIES** | **WRITING, TREKKING, READING NOVELS, RANGOLI, GARDENING, PAINTING** |

**Declaration:**

I hereby declare that the information furnished above is true to the best of my knowledge and belief. The references will be provided on demand.

I assure you that I will creatively use my skills and talents for the all-round progress of my employer company. I strongly believe that as the company soars to new heights, so it helps for my personal development and hence working for the progress of the company is also working for my personal development.

**PLACE: BENGALURU**

DATE: 30-5-2024 (S.K.RESHMA RAO)