

KUHELIKA ROY CHOUDHURY

JOURNALIST |

CONTENT & COMMUNICATIONS

CONTACT

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EXPERIENCE

INFORMA MARKETS INDIA

Principal Correspondent | T3 & SATTE

- Curated thought-provoking cover stories, news articles, and exclusive stories for T3 newsletters, daily uploads, and monthly editions.
- Boosted readership through industry-focussed and insightful articles that are facts-driven.
- Ideated & hosted series of webinars, podcasts and audio/video assets by collaborating with industry thought leaders, stakeholders & destinations.
- Spearheaded the strategic release of the monthly magazine (print & online) meeting tight deadlines.
- Conceptualized and ensured effective coordination of conferences/panel discussions, on behalf of T3, SATTE, and also externally.
- Represented the magazine brand on numerous public platforms.
- Cultivated a broad network of industry contacts, developed and executed strategic media relation plans.



PROFILE

A passionate journalist with a knack for storytelling and strategic communication. With a proven record in media & content, I thrive on crafting compelling narratives, executing impactful campaigns, engaging audiences, and fostering meaningful connections with positive attitude.

Whether breaking a news story or promoting a brand, I bring enthusiasm and a fresh perspective to every project.

SKILLS

- News & article writing
- Public Relations
- Moderation & Hosting
- Audio/Video Content Production
- Product Content Designing
- Product Development
- Team Management

THRILLOPHILIA TRAVELS & EXPERIENCES

Content & Products Team Lead | June 2019 - May 2022

- Managing a team of 12 and constantly keeping them motivated to achieving targets.
- Developing product appearance, maintaining landing pages, improving SEO for products.
- Training members, developing various product categories in travel domain & improving readability.
- Product research, writing product descriptions that include highlights, forming overviews & itineraries, etc.
- Constant Quality Check on products designed.
- Writing content for products, blogs, partnerships, business emails, PR posts, etc.

BTS NEWS, JAIPUR

Assistant News Producer & Anchor | Sept 2018 - 2019

ALGORIZON TECHNOLOGIES

Content Writer | July 2018 -August 2018

EDUCATION

2017-2018 Post Graduate Diploma in Mass Comm. & Journalism
COTTON UNIVERSITY

2014-2017 Bachelor in Commerce
K.C DAS COMMERCE COLLEGE

PERSONAL HIGHLIGHTS

- Anchored prestigious events such as 2nd Public Relation Summit, World Autism Awareness Day (2018), Tata Motors Hexa Launch, Official Meet of Tata Motors, GITM 2024
- Anchored the national television talent show "Hunarbaaz of Hindustaan"
- Moderated numerous travel trade industry-focused webinars, featuring Brand USA, Azerbaijan, & more.
- Sole host of a podcast series offering in-depth industry insights 'SATTE Travel Insights' by Informa Markets India.