

EDUCATION

Columbia University
Graduate School of Journalism
 MS Journalism 2011
 Digital Media and Documentary

State University of New York
Fashion Institute of Technology
 BFA Fashion Design 2009
 Summa Cum Laude

CORE COMPETENCIES

Multi-platform storytelling
 Production management
 Digital strategy execution
 Audience engagement
 Metrics and data analysis
 Workshop development

INDUSTRY AFFILIATIONS

Women's Leadership Fellow
[Online News Association](#), 2021

Judge, News and Documentary
[Emmy Awards](#), 2021

Judge, Various Categories
[Online Journalism Awards](#), 2021

Judge, Various Categories
[Fayetteville Film Fest](#), 2021

Judge, Various Categories
[COPA](#), 2021

Judge, Various Categories
[Digital Publishing Awards](#), 2022

Education Committee Member
[The Video Consortium](#), 2021

Veteran Member
[NYC Women Filmmakers](#), 2021

WORK EXPERIENCE**Multimedia Journalist, Consultant and Educator, Independent**

2016 — present / Global

- Teach in the [Video Business Accelerator](#) at CUNY's Graduate School of Journalism
- Facilitate skillshare workshops in the [Brown Girls Doc Mafia](#) Mastermind program
- Produce multimedia projects through a variety of mediums for clients such as StoryTerrace, The New Humanitarian, CBC Arts, International Legal Foundation, etc.

Senior Writer, CBC Radio

2020 — 2021 / Toronto, Canada

- Wrote clean, concise weekly web articles and enterprise feature stories
- Chased stories and found additional sources, as required
- Researched, edited, and assembled all digital assets for final story
- Collaborated with show producers and research team to produce features
- Researched and acquired visuals from sources for use in digital features
- Worked with Rights and Clearance managers to license third party material
- Worked with Journalistic Standards team to address ethics questions
- Used digital analytics to measure audience engagement
- Vetted and edited digital stories submitted by other writers

Digital Producer, CBC Radio

2019 — 2020 / Toronto, Canada

SHOWS: *The Sunday Edition*, *Out in the Open*, *The Doc Project*, *Podcast Playlist*

- Pitched and produced digital treatments to complement radio feature stories
- Managed weekly copy-edit and audio uploads, and published web line-ups
- Developed workflows that streamlined the radio-to-web process
- Managed program social accounts and deployed strategies to retain readers
- Ensured journalistic, digital and copyright best practices were followed
- Provided tech support to producers to expedite content delivery

Online Video Journalist, Global News

2018 — 2019 / Toronto, Canada

- Produced breaking news videos for more than a million viewers
- Produced videos and livestreams for 1.9 million YouTube subscribers
- Chased sources in real-time to produce developing, breaking news stories
- Developed strategies that increased YouTube viewership by 10%
- Produced videos for feature and investigative stories to boost readership
- Covered 2018 U.S midterm race, as part of a core election team

Digital Producer, CBC Docs

2017 — 2018 / Toronto, Canada

SHOWS: *CBC Docs POV*, *The Passionate Eye*, *Nature of Things*

- Launched YouTube channel that gained over 50,000 subscribers in three months
- Produced targeted content to increase web video plays and completion rates
- Researched and reported stories for 250,000 monthly online readership
- Commissioned and edited freelance stories for select special documentaries

Digital Producer, CBC Music

2017 / Toronto, Canada

- Produced feature stories for more than 300,000 readers
- Produced promotional social videos that garnered more than 150,000 views
- Single-handedly produced stories for a [special site](#) celebrating Canada 150, the country's sesquicentennial

SKILLS**Multimedia**

Adobe Premiere
 DSLR/HD cameras
 Audiograms
 Text-on-video

Social

YouTube
 Twitter
 Instagram
 Facebook

CMS

WordPress
 Drupal
 Scoop
 Polopoly
 Expression Engine

Analytics

Google Analytics
 Omniture
 Chartbeat

Design

Photoshop
 Illustrator

Organization

Google Suite
 Microsoft Office

LANGUAGES

English (fluent)
 Bengali (fluent)
 Hindi (conversant)
 French (beginner)

WORK EXPERIENCE**Digital Content Editor, CTV News**

2016 — 2017 / Toronto, Canada

- Produced in-depth features for 10 million monthly unique visitors
- Produced data-driven infographics for features and news broadcasts
- Produced explainer feature stories in the lead-up to the 2016 U.S. election
- Updated electoral map in real time on the night of the 2016 U.S. election

Documentary Social Media Producer, After Spring

2016 — 2017 / New York, USA (Remote)

- Implemented promotional strategies that led to a screening at the U.S. Capitol
- Developed digital campaigns that increased film's exposure in festival circuits
- Collaborated with refugee-focused groups to cross-promote and gain viewers

Senior Multimedia Producer, Asia Society

2012 — 2016 / New York, USA

- Oversaw video pitches and production at 12 international centers
- Produced videos on policy, business, education and arts for a global audience
- Trained global staff on video production, social media and related tools
- Established video production workflows, increasing efficiency by 25%
- Implemented video and web strategies that gained 300,000 online followers
- Produced platform-specific videos to maximize reach on social media
- Coordinated and processed all video footage for release to press
- Managed video budget and commissioned remote freelance producers
- Established video production guidelines from capture to compression
- Developed and implemented video production workflows at all centers
- Managed and updated global social media platforms on a daily basis
- Developed targeted social media campaigns to gain followers
- Used analytics tools to collect data and analyze audience demographics
- Maintained monthly traffic sheet and documented changes in viewership
- Assisted in overseeing a team of contributors and interns to Asia Blog

Digital Media Fellow, Columbia University Graduate School of Journalism

2011 — 2012 / New York, USA

- Taught the effective use of video, audio and photography in journalism
- Developed and led a workshop on effective portfolio presentation to employers
- Co-taught a semester-long Multimedia Storytelling documentary workshop
- Co-taught video production courses for continuing education students
- Assisted faculty in launching multimedia journalism projects and websites
- Designed, managed and supported student publication websites

Reporter, Assistant Editor and Art Director, The Daily Star

2001 — 2007 / Dhaka, Bangladesh

- Reported on education and youth programs for the weekly Rising Stars section
- Covered the arts and culture beat for the weekly Star Lifestyle section
- Approved pitches and assigned stories to a team of reporters for both sections
- Copy-edited and proofed all stories before publication for both sections
- Conceptualized and directed photo shoots for both sections and holiday specials