

Prithvi Radhakrishna

Who am I,
professionally?

Editorial resource who has spent over a decade in the realm of automotive journalism and performed in content leadership role with media titles of great repute

Why should you
appraise my candidacy?

I offer balance between editorial expertise, product understanding, event conceptualisation and execution. In my roles as content developer and manager over the years in the automotive space, blended with managerial skills, makes me a subject matter expert and also gives me a great handle on logistical and operational domains

Professional Journey

My climb up the corporate ladder has been eventful. A snapshot of my industry-specific professional associations is shared below:

- Additional associations* ● Consulting role with Cannonball Club of India and Group of Delhi Superbikers (GODS)
- Assistant Editor* ● OnCars.in & India.com (Auto) — April 2015 - August 2017
- Principal Correspondent* ● CarDekho.com — June 2013 - March 2015
- Senior Correspondent* ● Sulekha.com (Auto) — May 2012 - June 2013
- Correspondent* ● *autoX* Magazine — November 2009 - April 2012

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Professional Expertise

- Following, curating, and writing industry news and happenings around the world
- Conceptualise and help in execution of editorial features and events that serve as revenue generation modules
- Review industry trends and competition practices; enhance and align communication design for effective brand imagery
- Researching and effecting social media content and tracking its performance; moulding social strategy to drive engagement
- Monitoring and enhancing website traffic by tracking trends and performance on web analytics too, Google Analytics

Education, Skills & Personality Traits

- Masters in Automotive Journalism, Coventry University, UK (2008-09)
- Graduate in Mass Communication, College of Media & Communication, Rai Foundation
- Applaudable command over English language in written and spoken formats
- Efficient, confident, hardworking and forthright professional