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| Ruth Esther Dsouza  **Independent Journalist**     |  | | --- | | **Contact** |     Address  #135, Anuraj, 2nd floor, 26th Cross, 3rd Main, 6th Block, Jayanagar, Bangalore, Karnataka, 560082  Phone  09972092987  E-mail  ruthdsouzap@gmail.com  LinkedIn  <https://www.linkedin.com/in/ruth-dsouza-prabhu-939>  Website  <https://www.ruthdsouzaprabhu.com/>     |  | | --- | | **Skills** |     Understand client requirements to the T    Work independently and as part of a team    Open to collaborative work and can provide value addition based on expertise | I am an independent journalist based in Bangalore India. This is my 19th year in the profession. I began my career with Television and soon made the transition to the print medium with a newspaper. I moved on to the world of magazines. Today, as an independent features journalist, my career has given me the flexibility of managing a full time career and a tween gracefully.  My work has appeared in the Indian editions of international publications (digital and print) such as [**Huffington Post - India**](https://www.huffingtonpost.in/author/ruth-dsouza-prabhu/?guccounter=1&guce_referrer=aHR0cDovL3d3dy5ydXRoZHNvdXphcHJhYmh1LmNvbS9wL2dob3N0LXdyaXRpbmcuaHRtbA&guce_referrer_sig=AQAAAKeDakP0a2-UgCJU3-yE8695PoU6j1_8qVpk18FD0c1Tb--hPW45DItVYsM9DvbzM48_tO-e6lpQcLrF71Qs7u4nyGe5JGmZTjLavAg_mJN4l_My54mFCQOinDGhFr2rs39NP_1X8x87c-eMF67JySMAHGb3jEt-0svkDu_SF2Cz)**,** [**BBC Good Food**](https://drive.google.com/file/d/0Bw1al2JUEk2dTjgtd2xxY1lITmc/view)**,** [**The Quint of Bloomberg**](https://www.thequint.com/author/171348/ruth-dsouza-prabhu)**,** [**Condenast Traveller**](https://www.cntraveller.in/author/ruth-d/)**,** [**Architectural Digest**](https://www.architecturaldigest.in/content/author/ruth-dsouza-prabhu/)**,** [**Travel and Leisure**](https://travelandleisureindia.in/goa-ecycles/)**,** [**Nat Geo Traveller**](http://www.natgeotraveller.in/served-hot-eat-your-way-through-bengalurus-military-hotels/)**,** [**Livemint**](https://www.ruthdsouzaprabhu.com/mint-lounge-links)**,** [**Lifestyle Asia**](https://www.ruthdsouzaprabhu.com/lsa-links)**,** [**Roundglass**](https://collective.round.glass/round_glass/Ruth_Dsouza/profile/about) among others. I have bylines in [**Al Jazeera**](https://www.aljazeera.com/profile/ruth-dsouza-prabhu.html) as well and will soon be published in Reader's Digest. My work has been published in top Indian publications such as [**The Hindu**](https://www.thehindu.com/profile/author/RUTH-DSOUZA-PRABHU-13146/)**,** [**Firstpost**](https://www.firstpost.com/author/ruth-dsouza-prabhu)**,** [**Deccan Herald**](https://www.ruthdsouzaprabhu.com/deccan-herald-links) and [**Smartlife from The Week**](https://www.ruthdsouzaprabhu.com/smartlife-links).  I have had the pleasure of interacting with celebrities A R Rahman, Wilbur Smith, Johnny Depp and Chef Vivek Singh. I have personally interviewed celebrity judges on Masterchef Australia, Matt, George and Gary and recently, the Godfather of Modern Cooking Marco Pierre White. **As a student I was part of the research team for India’s first reality TV series based on the AIIMS Hospital in Delhi and credited for the same during telecast on BBC World.**  **As a content developer, I work on developing content for tech giant Salesforce.** I have also worked with **Wipro** with their marketing and sales communications team and a number of **finance and real estate companies** for their content requirements.  In recent years, **I have taken to conducting workshop on fake news and its detection (I am Google Certified to conduct this workshop),** Journalism based workshops on Stories and its Production, Lifestyle Journalism, Interviewing techniques etc.     |  | | --- | | **Work History** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2009-06 - Current |  | **Independent Journalist**  Feature writing on a range of topics with specific niches of food and beverage, lifestyle, health, architecture and interiors. My work has appeared in the Indian editions of international publications (digital and print) such as Huffington Post - India, The Quint of Bloomberg, Condenast Traveller, Architectural Digest, Travel and Leisure, Nat Geo Traveller, Livemint, Lifestyle Asia among others. I have bylines in Al Jazeera as well and will soon be published in Reader's Digest.  My work has been published in top Indian publications such as The Hindu, Firstpost, Deccan Herald and Smartlife from The Week. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2007-06 - 2009-07 |  | **Assistant Editor**  *Aastha Publications Pvt Ltd (Bangalore)*  In-charge of the company's flagship product Dream Homes (a monthly) as well as its educational venture titled “Study in” series in terms of ideation, content generation and effective presentation. The job included creation of a comprehensive content plan for the guide based on a clear understanding of the needs of the student community for print and online. I travelled to Singapore to interact with college administrations for inclusion in the editions. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2004-05 - 2007-05 |  | **Senior Editor/Reporter**  *Vijay Times, Bangalore*  The role demanded the dual capacities of an editor and reporter. I was solely in-charge of the Sunday supplement "Theme", where 4 complete broadsheets were dedicated to a single topic. This was in terms of ideation, content co-ordination and production.  I was also in charge of quality control for all other feature supplements covering Information Technology, Film, Real Estate, Education, Science, Health and Family Matters. Besides which I regularly contributed articles to all of the above supplements. I have more than 150 bylines to my credit with this publication. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2001-07 - 2003-07 |  | **Executive Producer**  *ETV Kannada, Bangalore*  Over the span of two years I have produced approximately 20 programmes and looked into the dubbing of around 10 foreign cartoon software in to the Kannada language.  In charge of a one-hour daily slot targeted primarily at children, from conceptualisation of each programme to the creation of the final telecast master. Ensured smooth co-ordination with various departments such as programming, camera, editing, finance as well as freelance directors for the creation of programmes. In house director of several children's programmes including Live Telecasts as well as special thematic programmes. Produced a vacation package of eight programmes telecast between April 15th 2002 and May 30th 2002. This was among the top 30 programmes in Kannada programming for the TRP months of April and May. |      |  | | --- | | **Education** |      |  |  |  |  | | --- | --- | --- | --- | |  | 1999-08 - 2001-05 |  | **Master of Science: Mass Communication**  *Manipal Academy Of Higher Education -* Manipal |  |  |  |  |  | | --- | --- | --- | --- | |  | 1996-06 - 1999-04 |  | **Bachelor of Arts: Journalism And English Literature**  *St Aloysius Deemed University -* Mangalore |      |  | | --- | | **Certifications** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2018-08 |  | Google Certified Fact Checking Trainer | |

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