

**AMRITHA ALLADI JOSEPH**  
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**SUMMARY**

- Communications professional with 12+ years of experience in content creation, writing, storytelling and brand insights
- Former award-winning journalist who has worked as a radio news anchor, reporter and editor with the University of Florida, Gannett Co. Inc., CNN-IBN, The Hindu (India's national newspaper), The Gainesville Sun and Gainesville Magazine
- Business consultant skilled in change communications, content management, communications analysis, and delivering actionable insights and messaging recommendations to global clients across the Telco, Media and Technology (TMT) industry

**EXPERIENCE**

**Ernst & Young LLC (EY)** Atlanta, GA

**Manager, Business Design Consulting, Change and Go-to-Market Communications** Nov 2018-present

- Led global change communications for a multinational technology company undergoing a CPQ transformation – including cascading communications via multiple channels and levels of the organization, including front-line agents, and owning communications across program-driven channels such as the newsletter, internal and external learning sites
- Authored report on consumers' 2021 digital home trends based on survey analysis of 5,000 Internet-based homes
- Produced strategic communications and corporate video scripts for the Chief Mobile Officer at a telecommunication company
- Developed top-down corporate messaging for COVID-related Return to Work initiative at a cable company

**In Transit Travel & Food Blog** Atlanta, GA

**Creator, Online Journalist & Freelance Writer** June 2009-present

- Creator of a travel, food and wellness website for vegetarians who love to vacation ([www.joinmeintransit.com](http://www.joinmeintransit.com))
- Pitched and produced original travel, food, and culture articles for Khabar Magazine, Alaska Magazine, India Abroad, Healthy Travel Blog, DiningOut Atlanta, Patch Sandy Springs, and Chowhound
- Commissioned by Lonely Planet to produce travel guides on Georgia destinations
- Collaborated with vendors, event management companies, PR firms, restaurants and hospitality companies to connect consumers to brands through compelling storytelling and stunning imagery

**LivePerson** Atlanta, GA

**Consumer Insights Consultant – LivePerson Insights** June 2016-Nov. 2018

- Provided communications and website optimization recommendations to brands to improve customer satisfaction and loyalty metrics
- Developed training programs and documentation to train fiserv, retail, software clients to use complex analytical tools
- Guided company's new product development by analyzing brand interactions and suggesting best practices for implementing bots while maintaining consistency in brand voice and personality

**AT&T Consumer Insights Platform** Atlanta, GA

**Product Development Manager** May 2014-June 2016

- Engaged major media, fast-food, and entertainment companies for voice-of-the-customer and proof-of-concept work
- Analyzed AT&T data to develop solution for understanding consumer behavior patterns
- Leveraged strong written and verbal skills to articulate business requirements to developers and similarly, translate complex technical concepts into straightforward business use cases and results once data solutions were completed
- Established a repeatable process for reviewing output of product to ensure standards were met for quality and consistency

**AT&T Mobility** Atlanta GA

**Marketing & Advertising Insights** Oct. 2013-April 2014

- Used language analysis tools to measure performance of brand awareness campaigns related to sponsorship
- Oversaw qualitative brand research by external agency to reposition AT&T's Value and Network offerings
- Identified methods to generate buzz prior to new product launches based on qualitative secondary research of customer pain points
- Led KPI reporting and ethnographic research of NCAA March Madness campaign to set 2015 sponsorship strategy

**The Associated Press** New York, NY

**Corporate Communications Associate** Summer 2013

- Established a standard and trained bureau chiefs on how to promote AP business online, leading to more consistent posting of content across 26 of 40 state Facebook pages
- Suggested messaging improvements for company listing online to reflect full scope of offerings, to boost lead generation
- Developed marketing strategy and test ad campaign for LinkedIn, expected to generate 7-20 new leads per update
- Selected campaign messaging and images for test ad campaign on Facebook based on benchmark data, resulting in 12% more installs for the app over baseline

**BDDO Atlanta**

Atlanta, GA

**Digital Brand Analyst**

Spring 2013

- Measured brand activity for AT&T and Hormel Foods using Google Analytics, Facebook Insights, Social Radar, and Radian 6
- Provided insights into user engagement so brands could adjust campaigns to increase engagement and conversion rate
- Developed social listening queries and tracked online brand mentions of Carter's, AT&T American Idol, and St. Joe's Company

**GANNETT CO. INC**

Guam, USA &amp; Monroe, LA

**Assistant Local News Editor, Senior Reporter**

2009 to 2012

- Led a team of five reporters and managed concept-to-completion of 10-13 stories daily, in addition to special initiatives
- Accountable for on-time, on-budget delivery of daily news content
- Brought to life local news issues through effective storytelling aligned with audience interest and needs
- Fulfilled digital strategy to boost web traffic by creating daily Twitter and SMS messaging to drive audience to web content
- Pitched and executed up to three news packages a day, using syndicated data, informational interviews, and FOIA requests
- Prioritized assignment of staff and freelance talent based on capacity and capabilities for covering breaking news or special projects

**THE HINDU**

Chennai, India

**Intern Reporter**

Mar-Apr 2009

- Produced exclusive feature for 2009 special election pages covering the inexplicable lack of adequate NRI voting procedures
- Generated story ideas and wrote 45 articles, 27 under byline, over the span of eight weeks for local, state, and national pages covering health and education.

**CNN-IBN NETWORK 18**

Chennai, India

**Intern Reporter**

Jan-Feb 2009

- Generated story ideas for news reporters to cover
- Reported, interviewed sources, researched information
- Selected audio bites for use in news stories

**UNIVERSITY OF FLORIDA - WRUF AM850**

Gainesville, FL

**News Producer**

2007 to 2009

- Produced content and anchored morning, midday and evening newscasts and hour-long news magazine show
- Edited junior reporters' radio scripts

**EDUCATION****EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL**

Atlanta, GA

M.B.A., Marketing Concentration

May 2014

- Goizueta Marketing Strategy Consultancy - Director of Academics, Goizueta Marketing Association - VP University Relations
- 2013-2014 Dean's List, and recipient of "Team" and "Integrity" Core Value awards

**UNIVERSITY OF FLORIDA**

Gainesville, FL

B.S. Journalism and Communications

December 2008

**TOOLS & SOFTWARE**

- MS Office Suite • HTML • QuarkXpress • Wordpress • FinalCut Pro • Newsedit • Audacity • Facebook Insights • Google Analytics • Alteryx • Radian6 • Social Radar • Crimson Hexagon • Hive SQL • Clarabridge Analyze • Stratifyd • Canva • Snapseed

**AWARDS & RECOGNITION**

- Gannett first quarter 2012 first-place winner for excellence in watchdog reporting for an ill-executed airport project
- Gannett second quarter 2012 finalist for excellence in relentless reporting of a botched city water meter project
- Robert McCormick Foundation's Specialized Reporting Institute on Mental Health and Recession fellowship recipient
- AT&T Big Data & Advanced Solutions 3rd-quarter LEAD award for exceptional contribution to the business and role-model efforts
- December 2017 Patent for determining the base location of a user using mobile location data and telemetry (U.S. Patent 9,842,205)

**VOLUNTEERING**

- Newswomen's Club of New York 2021 Awards Judge, selecting winner for Online Investigative and Editorial categories
- Executive Women of Goizueta 2019 Board Treasurer & Secretary, responsible for managing annual budget and financial reporting
- Executive Women of Goizueta 2018 Board Member, Programming Chair, responsible for identifying speakers and conference topics
- Executive Women of Goizueta 2017 Sponsorship Committee Member, responsible for securing conference sponsors