



AMRITHA ALLADI JOSEPH

Journalist | Sales & Marketing Consultant | MBA

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ABOUT ME

I am a sales, marketing, and communications professional with more than 12 years of experience in content creation, writing, storytelling and marketing insights.

I am a former journalist who has worked as a radio news anchor, reporter and editor with Gannett Co. Inc., the University of Florida, CNN-IBN, The Hindu (India's national newspaper), The Gainesville Sun and Gainesville Magazine.

EDUCATION

B.S. Journalism & Communications,
University of Florida

MBA, Marketing
Emory University

AWARDS

Gannett Excellence in
Watchdog Reporting
1st quarter 2012 winner
2nd quarter 2012 finalist

Robert McCormick
Foundation's Specialized
Reporting Institute on
Mental Health and
Recession fellowship
recipient

WORK EXPERIENCE

Ernst & Young LLC

November 2018 - Present

Manager, Business Consulting for Telco, Media & Tech

- Led global change communications for a multinational technology company undergoing a CPQ transformation
- Authored report on consumers' 2021 digital home trends based on survey analysis of 5,000 Internet-based homes
- Regularly 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

June 2009 - Present

Creator, Freelance Writer

- Creator of a travel, food and wellness website for vegetarians who love to vacation (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

June 2016 - November 2018

Consumer Insights Analyst

- 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

October 2013 - June 2016

Advertising Analyst and Product Development Manager

- Engaged major media, fast-food, and entertainment companies for voice-of-the-customer and proof-of-concept work
- Translated business requirements to technical requirements for developers and similarly, translate complex technical concepts into straightforward business use cases and results once data solutions were completed
- 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 research of customer pain points

SKILLS

- Writing
- Editing
- Blogging
- Social Media
- Photography
- Page Design
- AP Style
- Research
- Data Analysis, Visualization & Storytelling

TOOLS

- MS Office Suite
- QuarkXpress
- WordPress
- Canva
- FinalCut Pro
- Newsedit
- Audacity
- Snapseed
- Facebook Insights
- Google Analytics
- Clarabridge Analyze
- Social Radar
- Crimson Hexagon

VOLUNTEERING

Newswomen's Club of
New York
2021 Awards Judge

Executive Women of
Goizueta
2019 Board Treasurer
& Secretary

2018 Programming
Chair

2017 Sponsorship
Committee Member

Metro Atlanta Bloggers
Event Coordinator

Work Samples at:
[joinmeintransit.com/
work-sample/](http://joinmeintransit.com/work-sample/)

WORK EXPERIENCE

Associated Press

May – August 2013

● Corporate Communications Associate

- 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

BBDO Atlanta

January – April 2013

● Digital Brand Analyst

- 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.

June 2009 – August 2012

● Senior Reporter & Assistant Local News Editor

- Led a team of five reporters to produce content for daily newspaper
- Managed planning, assigning and editing of 10-13 stories daily
- Gained reader insights through online polling and website review
- Allocated story space to optimize page layout of daily and special weekend sections
- Devised and produced front-page stories to drive site traffic and single-copy sales through the week
- Pitched and produced up to 3 news story packages a day through process of story development, research and photo and interview scheduling
- Conducted story research using syndicated data, informational interviews, and public documents obtained through Freedom of Information Act requests
- Engaged online readership by posting up to 16 daily news stories to the newspaper's website and social networking platforms
- Managed staff resources to cover breaking news after hours

The Hindu

March – April 2009

● Intern Reporter

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

CNN IBN

January – February 2009

● Intern Reporter

- Generated story ideas and supported staff in reporting and script writing
- Reported, interviewed sources, gathered information for stories on local lesbian hotline, recruitment declines in the IT sector

WRUF AM850

2007 – 2009

● News Producer & Anchor

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

Gainesville Sun & Magazine

May – August 2008

● Freelance Writer

- Reported and wrote feature stories on healthy living, homes, lifestyle trends, and local personalities etc.
- Wrote feature stories and generated photo ideas for August and October issues of magazine