



AMRITHA ALLADI JOSEPH

Journalist | Subscription Business Strategist | MBA

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ABOUT ME

I am a writer, business strategist, and communications professional with more than 12 years of experience working exclusively for recurring revenue (subscription) businesses.

I have worked as a local news reporter, editor, and radio news anchor for Gannett Co. Inc. and the University of Florida's WRUF AM 850. I have written for Lonely Planet, 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

In Transit Travel & Food

June 2009 - Present

Creator, Freelance Journalist

- Created 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, Atlanta Parent, Extended Weekend Getaways Magazine, India Abroad, Healthy Travel Blog, DiningOut Atlanta, Patch Sandy Springs, and Chowhound**
- Commissioned by Lonely Planet and Southeast Meetings + Events to produce travel guides on Atlanta, Savannah, Charleston and Kerala (india)
- Collaborated with vendors, PR firms, restaurants and hospitality companies to connect consumers to brands through compelling storytelling and vivid imagery

Salesforce

February 2024 - Present

Global Strategic Planning Director

- Design and develop adoption strategies to drive customer and subscription revenue retention for all cloud products

Ernst & Young

November 2018 - February 2024

Telecom & Media Consulting Engagement Manager

- Recruited and managed teams of 3-5 staff to deliver client work
- Led global change communications for a multinational technology company undergoing a sales tech transformation
- Authored reports on consumers' 2021-2023 digital home trends based on data analysis of 5,000 survey respondents
- Produced strategic communications and corporate video scripts for Chief Mobile Officer at a telecom company

LivePerson

June 2016 - November 2018

E-Commerce Website Insights Analyst

- Provided communications and website optimization recommendations to 13 brands to improve customer satisfaction and loyalty metrics
- Developed training programs and documentation to train fiser, retail, software clients to use complex text data analytical tool
- Guided companies' 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

Digital Analyst and Product Development Manager

- Engaged major media and entertainment clients for voice-of-the-customer work
- Used language analysis tools to brand measure performance
- Oversaw qualitative brand research by external agency to reposition AT&T's Value and Network offerings
- Translated business requirements to technical requirements
- Identified methods to generate buzz prior to new product launch

SKILLS

- Writing & Reporting
- Data Analysis & Visual Storytelling
- Editing
- Blogging
- Social Media
- Photography
- Page Design
- AP Style
- Research
- Content Management
- SEO

TOOLS

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

SERVICE & ASSOCIATIONS

Asian American Journalist Association
2023 Awards Judge, Member

South Asian Journalist Association
2024 Member

Newswomen's Club of New York
2021 Awards Judge

Executive Women of Goizueta

- 2019 Board Treasurer, Secretary
- 2018 Programming Chair
- 2017 Sponsorship Committee Member

Associated Press

May - August 2013

BBDO

January - April 2013

Gannett Co. Inc.

June 2009 - August 2012

The Hindu

March - April 2009

CNN-IBN

January - February 2009

WRUF - AM850

2007 - 2009

Gainesville Sun & Magazine

May - August 2008

Corporate Communications Associate

- Trained bureau chiefs to promote AP business, improving consistency of posted content for 26 of 40 Facebook pages
- Refined company listing to boost lead generation online
- Developed marketing strategy and test ad campaign for LinkedIn, forecast to generate 7-20 new leads per update
- Ran Facebook ad campaign resulting in 12% more app installs

Digital Brand Analyst

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

Senior Reporter & Assistant Local News Editor

- Led a team of five reporters to produce daily content
- Managed planning, assigning and editing of 10-13 daily stories
- Gained reader insights via 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 web and social platforms using newsroom CMS
- Managed staff resources to cover breaking news after hours

Intern Reporter

- Produced exclusive 2009 election feature 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

Intern Reporter

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

News Producer and Anchor

- Produced content and anchored morning, midday and evening newscasts and hour-long news magazine show
- Edited junior reporters' radio scripts
- Posted content to website using content management system

Freelance Reporter

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