

Aadya Sharma

Content Manager, Sportskeeda

Actively seeking opportunities in the field of content creation and management



aadyasharma20@gmail.com ✉

+91-8310953590 📞

Bengaluru 📍

linkedin.com/in/aadyasharma in

WORK EXPERIENCE

Cricket Content Manager/Text Commentator Sportskeeda

05/2016 – Present

Bengaluru

Tasks

- Writing news pieces, analytical long-form articles, statistics-based articles from desk
- On-ground reporting of cricket matches and covering events (including IPL promotional events)
- Exclusive interviews of former and current international/domestic cricketers
- Live ball-by-ball text commentary and live blogs from venue and desk
- Selecting and mentoring a pool of writers for Sportskeeda Cricket
- Proofreading and vetting content submitted by guest columnists, freelancers and online contributors
- Coordinating with franchises/media managers for coverage of cricket leagues, including the KPL, MSL, BPL, T10
- Featuring in live video discussions and match previews on Facebook, YouTube and AudioBoom

Trainee Intern GyanLab

01/2016 – 04/2016

Achievements/Tasks

- Evaluated concepts and standards of school subjects based on NCERT syllabus for the 'Kidovators'
- Assembled a library of instructional and practice resources for the 'Kidovators' website
- Handled the 'GyanLab' blog

Intern and Freelance Writer Sportskeeda

07/2015 – 04/2016

Achievements/Tasks

- Completed a two-month online internship, curating content for the cricket team
- As freelance writer, wrote cricket articles ranging from news pieces to multiple-page slideshows

EDUCATION

Bachelor of Technology (B. Tech) Manipal Institute of Technology

07/2012 – 07/2016

Manipal

Courses

- Information & Communication Technology (ICT)

SKILLS

Content Development & Management

Editing & Proofreading

Live Text Commentary

Live Reporting

Writer Management

Social Media Management

HIGHLIGHTS

Content Creation

Sportskeeda Cricket

- Written more than 1,000 articles, garnering over 24 million reads
- Awarded 'Sportskeeda Writer of the Month' - June 2017, April 2018

Social Media Management

Sportskeeda Cricket

- Handling Facebook pages of Sportskeeda Cricket for content posting
- Devising new techniques for better traction on Instagram and Twitter
- Tracking progress using Google Analytics, CrowdTangle and NewsWhip Spike

Content Management

Sportskeeda Cricket

- Handling groups of freelance writers and online contributors
- Managing tournament data (player rosters, points table, press releases)

Coverage of Karnataka Premier League 2017 and 2018

Sportskeeda Cricket

- On-ground correspondent at Karnataka Premier League 2017 and 2018 in Mysuru, Hubli and Bengaluru

On-ground Reporting in Bengaluru

Sportskeeda Cricket

- On-ground reporter for games in the Quadrangular A series (2018) - and pre-game coverage for the India-Australia Test (2017) and the India-Afghanistan Test (2018)

Live Text Commentary for IPL, Indian Cricket Team matches

Sportskeeda Cricket

- Ball-by-ball text commentary of the Indian Premier League (2016, 2017 and 2018) - including match previews, SEO pages and post-match analysis

On-air Analysis of Champions Trophy 2017

Radio Mirchi 98.3 FM

- Post-match analysis of Champions Trophy 2017 for Radio Mirchi Pune, representing Sportskeeda

Video Scripting and Anchoring - Sportskeeda Cricket

Sportskeeda

- Worked with the video team for content generation, including scripting, anchoring and editing