



Deepa Rajan

Consulting Editor

Reading, UK

[View profile on Dweet](#)

Languages

- Hindi
- Arabic
- Marathi
- English
- Tamil

About

I am a writer and editor with over 20 years experience in B2C coverage of the luxury lifestyle sectors in the Middle East. I have a varied and well-rounded skill set, from writing, editing and commissioning for print and online; content, digital and social strategy; branding, marketing and commercial campaigns, press release development, and events.

BRANDS WORKED WITH

- Hindustan Times
- Oman Tribune
- The Hitavada
- Times of India
- United Media Services

Experience

● Consulting Editor (Print and Digital)

| Jan 2014

Achievements and responsibilities:

- Ideated and planned content for websites, magazines, special coffee table editions.
- Researched topics of readers' interest and create blog posts
- Edited articles to ensure they possess required tone, flow, and cater to readers' needs
- Maintained the ratio of keywords with the word count in articles
- Ensured images and photos are used with prior permission of owners
- Drove readership to websites through various social media tools such as Facebook, Instagram and Twitter
- Created advertising campaigns, press releases and relevant literature for company events that include the very successful The Luxury 100, that celebrates the best of brands in the region and world 2008 - 2014



● Principal Correspondent - Assistant Editor - Editor*

United Media Services |

Achievements and responsibilities as Principal Correspondent, Assistant Editor, and Editor roles over the years included:

- Sourced and conducted Interviews with personalities that have included Jimmy Choo, Greg Norman, Christian Louboutin; coordination and pagination for: Signature (luxury lifestyle magazine) and Al Mara (Women's monthly magazine)
- Editorial coordination/proofing and writing for Annuals (Coffee table books)
- Represented the magazines at press conferences for Oman Economic Review (OER)
- Organised media tie-ups with various local brands and coordinating with the marketing team to create media opportunities
- Wrote press releases and helping with copies for in-house ads.
- Event co-ordination and organising fashion shoots as part of the Al Mara team
- Managed a team of freelancers and commissioning relevant articles for Signature.
- Successfully launched a Collector's Edition of luxury watches showcased at SIHH and Baselworld and other bespoke projects such as The Luxury 100 list and awards.
- Was responsible for driving revenue figures along with the marketing team.
- Ensured monthly targets were met and stepping in to help the advertising manager by soft-advertising potentials into monies for the magazine's kitty.
- Established the brand identity of Signature as Oman's leading luxury lifestyle guide and acted as its brand ambassador at local, regional and international events.
- Successfully built a huge contact pool of relevant PR and marketing agencies to facilitate the company's overall business development. Experience



● Senior Sub-Editor

Oman Tribune | Jan 2007 - Jan 2008

Achievements and responsibilities:

- Maintained and organised the story pool for the day
- Edited translated copies sent from the local Arabic desk
- Laid out pages and helped the page designer with the overall look of the page
- Attended press conferences as and when required
- Initiated projects for curated content in feature supplements of the newspaper



● Copy Editor

Hindustan Times | Jan 2005 - Jan 2007

Achievements and responsibilities:

- Part of the successful launch team of Hindustan Times in Bombay
- Edited raw information and presented it as a well-reported news item
- Created templates for page-making and layouts for news items
- Mobilised edited news pieces from raw format to the page template and value adds in the form of info boxes that accompanied photographs and news stories to give the reader comprehensive information
- Celebrity interviews and profiles
- Entertainment reviews
- Feature articles for HT Sunday magazine Brunch

● Copy Editor

Times of India | Jan 2004 - Jan 2005

Achievements and responsibilities:

- Edited raw information and presented it as a well-reported news item
- Created templates for page-making and layouts for news items
- Mobilised edited news pieces from raw format to the page template and value adds in the form of info boxes that accompanied photographs and news stories to give the reader comprehensive information



● Trainee, Sub-Editor

The Hitavada | Jan 2000 - Jan 2003

Achievements and responsibilities:

- Creating and editing news item
- Created templates for page-making and layouts
- Took initiative and sourced interviews and attended press conferences
- Wrote articles and music/movie reviews
- Worked on the front page of the newspaper and handled breaking news and updates