

Hannah Rachel Abraham

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ABOUT

Ambitious, cheerful and detail oriented media professional with over 5 years of experience in journalism, communications, outreach, content writing and public relations.

WORK EXPERIENCE

Freelance Journalist

VARIOUS

REMOTE

Oct 2020 - Present

- Published >100 articles in The Guardian, Variety, TeenVogue, NME, The Week(India), whynow, and more, resulting in over 1 million total views and shares.
- Conducted extensive background research to produce thought-provoking pieces ranging from interviews to investigations, opinions, profiles, and reviews.
- Developed strong relationships with entertainment and media industry executives and sources to ensure accurate information and exclusive insights for each article.

BAME Positive Action Fellow

THE GUARDIAN

LONDON, UNITED KINGDOM

Jun 2023 - Jul 2023

- Researched, scripted, edited, and pitched ideas for The Guardian's award-winning podcasts - including Pop Culture, Science Weekly, Politics Weekly USA, and Politics Weekly UK. Credited on two episodes.
- Assisted in the creation of engaging podcast episodes by conducting interviews with high-profile guests, resulting in an average episode rating of 4.5 stars out of 5.

Tutor

EXCEL LEARNING CENTERS

LONDON, UNITED KINGDOM

Nov 2022 - May 2023

- Taught more than 12 students English and Maths for 4 sessions a week, ages ranging from 6-18
- Took classes in GCSE, AQA and A Level English

PR Intern

EDELMAN

BANGALORE, INDIA

Jul 2022 - Aug 2022

- Developed strategic partnerships with key influencers in the food and lifestyle industry, resulting in an average engagement rate of 12% on social media platforms for TacoBell's sponsored content.
- Implemented tracking systems to measure the impact of influencer campaigns on brand perception and customer behavior, leading to a 30% increase in customer loyalty and repeat purchases for TacoBell.
- Managed and executed successful influencer marketing campaigns for TacoBell, coordinating with 58 FOC and paid influencers across 6 regional markets, and drove sales upwards in newly opened stores.

Communications and Outreach Executive

INFOSYS SCIENCE FOUNDATION

BANGALORE, INDIA

Nov 2020 - Apr 2022

- Hired after personal interview with the founder of Infosys, Mr. Narayana Murthy.
- Planned and executed two virtual Prize Ceremonies and Press Conferences for the prestigious Infosys Prize, resulting in increased visibility and recognition for the organization.

- Served as the primary point of contact with jury panels, including esteemed members like Prof. Arvind (MIT), Prof. Kaushik Basu (Cornell), and Prof. Akeel Bilgrami (Columbia), ensuring smooth communication and coordination throughout the selection process.
- Collaborated with external teams for PR and social media, resulting in a 22% increase in social media engagement.
- Implemented a streamlined editing process for press releases, reducing the average turnaround time by half and improving overall efficiency.
- Managed the organization's mailbox, triaging and responding to an average of 100 emails per day with an average response time of less than one hour, maintaining high levels of customer satisfaction.

Editorial Fellow

THE TEMPEST

REMOTE

Sep 2020 - Jan 2021

- Collaborated with a global team of women from over 16 different time zones on a daily basis, ensuring timely publication of content across multiple verticals.
- Pitched and published about 15 articles during the 12-week fellowship, contributing to the company's mission of showcasing diverse voices and perspectives.
- Played an integral role in covering the American elections by publishing time-sensitive content throughout the week, reaching an audience of more than 3 million readers.

EDUCATION

MA in DIGITAL JOURNALISM

Goldsmiths, University of London

London, United Kingdom

Sep 2022 - Oct 2023

- Produced, researched and executed a range of creative projects, including hard news, features, interviews, documentaries, court reports, and a fully self-coded [final project](#)
- Software Skills - Python, HTML, Javascript, UIKit, React, WordPress, Adobe Premier Pro, Adobe Audition, MongoDB, echarts.js
- Technical Skills - Interviewing, video editing, video production, podcast production, news writing, features writing, fact checking and verification, data journalism, data scraping, media law

BA in ENGLISH, POLITICAL SCIENCE, HISTORY

Christ University

Bangalore, India

Jun 2017 - Nov 2020

- Graduated rank #1 with a Distinction and a 3.88/4.00 GPA
- Awarded the scholarship for Academic Merit 2018-2020
- Awarded the scholarship for Extra-Curricular Merit 2019-2020
- Received an A on my dissertation titled 'Indian Reception of the Hallyu Wave'
- Core Head of University Choir

CAMBRIDGE A LEVELS

The King's School

Kollam, India

Jun 2015 - Jun 2017

- A*AAB
- History, English, Economics, Information Technology

SKILLS

Creative Writing, Content Writing, Copy Editing, Proofreading, Corporate Communications, Project Management, Video Editing, Audio Editing, Data Analysis, Media Law, Teaching