Aswathy Gopinath

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Professional Experience

UNICEF India
January 2024–Present

Consultant: Translation, Proofreading, and Documentation
- Edit, proof, and translate SBC documentation
- Develop stories and case studies of notable SBC programs
- Maintain ownership of the SBC annual report

Observer Research Foundation
May 2023–Present

Assistant Editor
- Substantive editing, copy editing, and proofreading of all ORF publications
- Liaise with authors and other stakeholders throughout the publication process

Kroll
March 2023–Present

Copy Editor, Cyber Risk
- Edit technical reports for clarity, correctness, and consistently
- Work across text-editing tools, including the Microsoft suite and LaTeX editors

Annote
August 2020–Present

Founder & Chief Editor
- Startup specialising in providing editing services to individual authors and organisations, with a focus on writing from the Global South
- Conduct regular market research, handle finances, and manage operations
- Liaise with prospective and new clients, resulting in a 100% customer retention rate
- Create communication materials for social media and client correspondence
- Developed the website and undertake regular revisions to incorporate changes to ensure ease of use and accessibility for clients
- Edit files to ensure high quality and timely submissions to clients

Competition Commission of India
July 2021–July 2023

Expert (Copy Editor)
- Directed the editorial activities of the Commission
- Edited CCI's orders, annual report, journal, and newsletters
- Edited communications and advocacy material, including press statements and articles

Editorial Board Member, CCI Journal on Competition Law and Policy
- Oversaw publication of Vol. 2 and Vol. 3 of the journal
- Edited all approved papers and liaised with authors and other stakeholders
- Established the editorial and stylistic framework of the journal

Museum of Art & Photography
July 2020–October 2023

Research Editor
- Researched, wrote, and edited content for MAP Academy's Encyclopedia of Art
- Established editorial guidelines for the encyclopedia's glossary articles
- Maintained ownership of the style guide, regularly addressing gaps

IIM Ahmedabad
July 2019–April 2020

Academic Associate—Communication
- Conducted research and data analysis
- Graded assignments and provided individual feedback
- Assisted with managerial development courses and advanced communications courses

Head Start Educational Academy
May 2018–July 2019

Middle & High School English Teacher
- Taught English language and literature to middle and high school students and handled curriculum design

Youth Connect Magazine
June 2013–May 2015

Associate Editor
- Managed a team of five writers
- Wrote 5–10 articles per week
- Edited 30+ articles weekly and finalised drafts for publication
- Increased social media engagement and website traffic by 10% within one month through optimum use of SEO and SMO tools
- Handled website publications on WordPress CMS

Freelance
May 2015–Present

Editor and Writer
- Substantive editing, copy editing, and proofreading for organisations across industries

Education

Bachelor of Arts in English
St Xavier's College (Gujarat University)
Ahmedabad
2013–2016
CGPA: 7.01

Master of Arts in English Literature
The English and Foreign Languages University
Hyderabad
2016–2018
CGPA: 6.52

Certification

Google Cybersecurity Certificate (February 2024)