

# PRIYANKA VORA

Award-winning journalism | Audience Engagement | Digital strategy

Twitter: [@PriyankaKvora](#) | Website: <https://www.priyankavora.online/> | Email: [vorakpriyanka@gmail.com](mailto:vorakpriyanka@gmail.com)

## EXPERIENCE

**Business Insider | Social Media Fellow** NEW YORK, NY • JAN 2020 - PRESENT

- ✿ Write, edit and curate posts for Facebook, Twitter and LinkedIn; manage partnerships with MSN and Apple
- ✿ Managing audience development for the Insider Today newsletter.

**Financial Times | Audience Engagement Intern** NEW YORK, NY • JUN 2019 - DEC 2019

- ✿ Integrated user research into editorial strategy for newsletter products; debriefed insights into actionable recommendations which lead to new segments and curation methods; Podcast listenership rose by an average 2K/day during the test.
- ✿ Wrote FirstFT — a daily newsletter across the US, UK and Asia; the Asia edition of the newsletter reached 30,000 subscribers during my stint; managed reader-participation projects and comment; reported on healthcare and immigration.

**Design for America | Host and Producer** NEW YORK • SEP 2020 - PRESENT

- ✿ Ideate episodes for the season; booking guests and script development; hosting and producing the show and social promotion of Design Thinking Roundtable — a podcast on human-centered design.

**Axios & ProPublica | Special projects** NEW YORK, NY • JAN 2019- MAY 2019

- ✿ Conducted data-driven experiments to guide Axios' mobile app launch.
- ✿ Worked alongside reporters at ProPublica; projects included inmate deaths in California jails and conflict of interest violations.

**Scroll.in | Writer** MUMBAI • JUL 2016 - JUL 2018

- ✿ Reported and edited news features about science and medicine; traveled across rural parts of India, South Africa, and Uganda to report on the impact of technology on the marginalised sections of the community.

**Hindustan Times | Special Correspondent** MUMBAI • MAY 2012 - JUL 2016

- ✿ Anchored medical, science and public health coverage for the national daily which has 2.7m readers; reported on emerging technology and its impact on healthcare in India while managing social media channels and mentoring junior reporters.

## EDUCATION

**New York University, M.A. Digital Journalism** NEW YORK, NY • MAY 2020

- ✿ Digital innovation in journalism | Bridging the gap between editorial, business and technology | Investigative reporting | Human-Centered Design for newsrooms | Community journalism | Podcast production | Video journalism

**University of Mumbai, Bachelors of Law**, MUMBAI • June 2016

**University of Mumbai, Bachelors of Mass Media**, Mumbai • June 2010

## SKILLS

Adobe Premiere Pro | SocialFlow | CMS | A/B testing | Photoshop | Chartbeat | Google Analytics | Data Studio | Multilingual Writing | Editing | Storytelling | SEO | SEM | Data Visualization | Newsletters | Social media campaigns

## AWARDS & FELLOWSHIPS

- ✿ Wharton seminar for business journalists 2019
- ✿ Early childhood development fellowship administered by the International Center for Journalists -2017-2018.
- ✿ Red Ink award for excellence in health reporting in India -2016.
- ✿ Law media fellowship by Vermont law school -2014