

GARGEE RANADE

New York City | gargeeranade1@gmail.com | gargeeranade.com | LinkedIn: [@gargeeranade](https://www.linkedin.com/in/@gargeeranade)

PROFESSIONAL SUMMARY

Content consultant and editorial storyteller with an M.A. in Public Media (Multiplatform Journalism) and 3+ years of experience in social media, content strategy, and online storytelling. Turns audience research and cultural trends into content for media, nonprofit, and consumer brands, including Disney Store and Central Park Conservancy.

WORK EXPERIENCE

Content Consultant, Independent Contractor, March 2024 – Present

- **Central Park Conservancy:** Wrote editorial and social copy that translated public-facing initiatives into engaging digital content, generating 40K+ organic views across platforms
- **Central Park Conservancy:** Interviewed the studio director for a seasonal YouTube video and assisted with live in-park event coverage on Instagram and TikTok
- **Disney Store:** Built a trend-focused social strategy and TikTok Shop launch roadmap from content audits, social listening, and competitor research, growing TikTok from ~150K to ~200K followers; recommended a trending section now live on the brand's website
- **Wellness Brand:** Shaped brand messaging, site structure, and graphics; advise on website content and design

Social Media Manager, WhoWhatWhy, July 2023 – May 2025 (*promoted from Intern and Assistant*)

- Managed daily multi-platform content calendars and wrote 100+ captions, translating complex investigative reporting into accessible social content and visual storytelling
- Developed audience-first social storytelling, including a short-form video template adopted into the daily publishing workflow and a podcast reel series for Instagram

Social Media Coordinator (Graduate Assistant), Fordham University GSAS, May 2022 – August 2023

- Developed storytelling campaigns and managed the content calendar with school leadership, using audience and trend insights to grow Instagram engagement and followers
- Audited website content with stakeholders and designed webpage prototypes, delivering UX and content organization recommendations that aligned the site with brand voice

Multimedia Newsroom Intern, WFUV News (NPR-affiliated), October 2022 – December 2022

- Researched, scripted, and produced a radio feature on Frida Kahlo's artistic legacy, conducting interviews and fact-checking

Copy Editor and Contributing Writer, The Fordham Observer, September 2021 – June 2022

- Edited weekly news copy to AP style and designed graphics to support the online editing team under tight deadlines

Head of Content, Paddling Foundation, July 2020 – October 2021

- Co-led content strategy and a team of writers and editors at an early-stage menstrual equity nonprofit, working across the organization with the founders, HR, and marketing
- Grew Instagram from under 1,000 to 10,000+ followers, launched the first email newsletter, and built donor databases

Advisory Assistant Intern, The Vogue Wedding Company (Condé Nast India), January 2018 – March 2018

- Researched luxury fashion trends and competitors, built client profiles, and coordinated requirements between the in-house team and luxury fashion houses

EDUCATION

M.A. in Public Media, Multiplatform Journalism, Fordham University

Postgraduate Diploma in Journalism and Mass Communication, St. Xavier's College

B.A. in English Language and Literature, University of Mumbai

SKILLS

Content & Strategy: Editorial Planning, Copywriting, Editing (AP Style), Scriptwriting, SEO, CMS Publishing, Content and Social Media Strategy, Audience and Trend Research, Social Listening, Competitor Analysis, Content Audits, Customer Journey Mapping
Project Management: Content Calendars, Cross-Functional Collaboration, Stakeholder Management

Tools: Hootsuite, WordPress, Google Trends, Canva, Adobe Photoshop, Figma, Adobe Premiere Pro, Final Cut Pro, ProTools, AI Tools (working knowledge)

Languages: English (Fluent), Marathi (Fluent), Hindi (Advanced), French (Beginner)