

TASNEEM MERCHANT

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Copy editor and writer with a masters in journalism from Columbia University and more than 10 years of experience across publications such as The Guardian US, Hyperallergic, ELLE DECOR India, BeautifulHomes.com and GoodHomes India, across roles covering copy editing, fact-checking, social media content and editorial team leadership.

EXPERIENCE

Copy Editor, **The Guardian US**

Oct 2021 – Present

- Producing, including writing headlines, sub headings, fact-checking, and copy editing stories across politics, technology, features, culture, opinion and lifestyle desks – completing more than 4,500 articles, generating 50 million+ views
- Editing and refreshing the Guardian US and Guardian International home pages with the latest news stories
- Crafting and pushing app and web notifications for breaking news and scoops
- Elevating the quality and effectiveness of social media content (posts, videos, and multimedia elements) by editing for clarity, brand voice, and platform optimization
- Mapping and leading a comprehensive onboarding program for new copy team members at the Guardian US, equipping them with the skills and knowledge to excel in their roles
- Assisting in developing a more culturally competent stylebook by contributing to language refinement and keeping terminology current with evolving social contexts
- Collaborating with the visuals team, audience team, and editors to develop effective, audience-centric narratives, and high-quality content for investigative projects and features, leading to increased audience engagement and deeper understanding of complex issues
- Leading edits for special projects such as [Megadrought in the US south-west](#), [Shelby county anniversary](#), [beef industry practices](#), [election operators](#) and [the Division: New Orleans](#)

Sr. Copy Editor, **GoodHomes India & Home & Design TRENDS India**

Oct 2018 – Jul 2019

- Wrote, copy edited and fact-checked over 200+ features published in both magazines
- Streamlined editing processes for 2x faster production of web and magazine content
- Produced stories for [goodhomes.co.in](https://www.goodhomes.co.in) and promoted them on social media, increasing engagement by 25% on Instagram and page following by 15% on Facebook, including sponsored content as committed
- Won the Trends Excellence Award for conceptualizing and executing marketing campaign for D/Code – an annual design exhibition and speaker conclave organized by Home and Design TRENDS

Copy Editor, **BeautifulHomes.com (Asian Paints Ltd)**

Sep 2017 – Oct 2018

- Managed a monthly editorial calendar of digital articles, integrating festive, seasonal and evergreen stories
- Developed social media strategies for effective content promotion, resulting in 18,000 unique website visitors a month
- Wrote, fact-checked and edited stories for the website, integrating paid content where required

Copy Editor, **ELLE DECOR India (Ogaan Media)**

Apr 2016 – Sep 2017

- Spearheaded and organized workflows to meet monthly story submission goals of 150+ pieces
- Charted marketing and execution of ELLE DECOR International Design Awards (India) 2017, a vital property of ELLE DECOR India, leading to one of the most successful events for the publication that year
- Directed pre- and post-event coverage of India Design ID, a design and furniture fair, across print and digital media
- Promoted from junior copy editor, a role in which I helped launch the magazine's redesigned website and launch a dedicated newsletter
- Promoted from editorial assistant (November 2014–March 2016) – duties included managing ELLE DECOR India's social media

SKILLS

Software: Adobe Photoshop, Premiere Pro, Audition, InDesign, MS Office Suite, G-Suite, CMS

Languages: English, Hindi, Marathi, Gujarati and Urdu

Communication: Audience adaptation, message clarity, public speaking

Collaboration: Teamwork, project leadership, cross-functional communication

Project Management: Prioritization, organization, execution under pressure

EDUCATION

Columbia University, Graduate School of Journalism

May 2020

MA in Arts and Culture Journalism — recipient of three academic scholarships; published on [Hyperallergic.com](https://www.hyperallergic.com)

Jai Hind College, Mumbai, India

Aug 2011 – Aug 2014

Bachelor of Mass Media — class valedictorian for Journalism majors; awarded the 2012–13 Sumitomo scholarship