

Vasanth R. Sridharan

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Experience:

- 3/08-11/08 **Reporter**, Silicon Alley Insider, www.alleyinsider.com, 40 W. 20th St. New York, NY 10011
- Coordinated coverage of the West Coast as lone Bay Area reporter.
 - Covered gaming, social networking, as well as Internet business for a Web start-up.
 - Attended high-profile events, including Apple keynotes and Facebook's f8 conference.
 - Wrote under constant time pressure.
- 7/07-9/07 **Business Reporting Intern**, *The Dallas Morning News*, 508 Young St. Dallas, TX 75202
- Assisted with energy coverage, including oil and gas.
 - Contributed to many breaking news events.
 - Developed and reported centerpieces for the business section.
- 3/05-5/07 **Various positions**, *The Daily Illini*, University of Illinois student newspaper, 512 E. Green St. Champaign, IL 61820, (217) 337-8350
- **Managing Editor – Visuals:** Coordinated content from photo, design and graphics desks.
 - **Campus Editor:** Helped shape coverage for a campus of 40,000 in a multimedia newsroom.
 - **Reporter:** Wrote 1-3 stories a week as community education beat writer.
 - **Web poster:** Managed content for DailyIllini.com.
 - Also served as **writing coach** and **design editor**.
- 6/06-8/06 **Dow Jones Business Reporting Intern**, *The Indianapolis Star*, 307 N. Pennsylvania St. Indianapolis, IN 46206
- Worked as a full-time business reporter for a major metropolitan newspaper.
- 6/05-8/05 **Production and Marketing Intern**, Independent Online Distribution Alliance, San Francisco, CA 539 Bryant St. Suite 303, San Francisco, CA 94107, (415) 777-4632
- Analyzed sales data to determine whether promotional campaigns were effective.
 - Evaluated blogs for the company's music distribution strategy.
- 6/02-6/03 **Editor-in-Chief**, *The Epic*, Lynbrook High School student newspaper, San Jose, CA
- Led the paper to the Best-in-Show award at the JEA/NSPA National Convention in 2003.

Education:

- 2003-2007 **University of Illinois at Urbana-Champaign**, Urbana, IL
B.S. News-Editorial Journalism, May 2007, GPA 3.27/4.
- Lulu Kelly Nardine Award for excellence in writing, Spring 2007
 - Dudley McAllister Memorial Award for public affairs journalism, Spring 2006
 - Dean's List, Spring 2005.

Skills:

- Adobe InCopy, InDesign, Photoshop, Acrobat, Illustrator, Dreamweaver and Final Cut Pro.
- Content Management Systems: WordPress, 10Gen
- Can understand Tamil.

References:

Janie Paleschic – Deputy Business Editor, *The Dallas Morning News*
(214) 977-8938, Jpaleschic@dallasnews.com

Jeffrey Unger – Lecturer, University of Illinois at Urbana-Champaign Journalism Department
(217) 333-6248, junger@uiuc.edu

John Russell – Reporter (former assistant business editor), *The Indianapolis Star*
(317) 444-6283, John.russell@indystar.com