



# ANNITA KATEE BATLIWALA

- ENTERTAINMENT & LIFESTYLE JOURNALIST -

LOOKING FOR A NEW & EXCITING OPPORTUNITY FOR A *GLASS HALF FULL* KIND OF GIRL



☎ 0420 335 284

✉ ANNITA.BAT@HOTMAIL.COM

🖱 HOLLYWOODRUN.COM

📅 20 JANUARY 1994

🏠 27 TOWER STREET,  
REVESBY, NSW, 2212  
AUSTRALIA

### PROFESSIONAL SKILLS:

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USE A QR READER TO SEE MY PORTFOLIO:



STRATEGIC THINKER WITH A 'HANDS - ON' APPROACH TO LEARNING. CREATIVE INDIVIDUAL WHO LOVES BEING PUT IN NEW AND UNCOMFORTABLE SITUATIONS THAT ENCOURAGE GROWTH. INNOVATIVE PROBLEM SOLVER WITH VERSATILE WRITTEN AND ORAL COMMUNICATION AND RESEARCH SKILLS. TEAM - PLAYER WITH EXCEPTIONAL INTERPERSONAL AND LEADERSHIP SKILLS.



### EXPERIENCE:

- SHOWBIZ REPORTER - MAY 2017 - PRESENT  
**Daily Mail Australia | Sydney, Australia**  
 Writing engaging daily entertainment based articles for *Daily Mail Australia*. This included conducting interviews, pitching stories and creating content both individually and in a team. As the leading online newspaper worldwide, this content was widely shared.
- SOCIAL MEDIA DIRECTOR - JAN 2016 - PRESENT  
**theCATTWALK | Sydney, Australia & Los Angeles, California**  
 Managing, maintaining and growing the official social media pages for *E! News* presenter and personality, Catt Sadler. Additionally, assisting with blog and website content as well as tracking website and social media analytics for overall success and constant growth.
- ENTERTAINMENT AND LIFESTYLE JOURNALIST INTERN - NOV 2015 - FEB 2016  
**The Sydney Morning Herald – Fairfax Media | Sydney, Australia**  
 Creating informative, engaging and newsworthy online and print content for *Fairfax Media*. As the leading newspaper circulation in Australia, this content was widely shared and appeared on all their platforms throughout the country reaching their 5 million+ readership.
- CREATOR - JAN 2014 - PRESENT  
**Hollywood Run | Sydney, Australia**  
 Content creator and developer of the blog *Hollywood Run*. Regularly uploading both written and visual content relating to trending celebrity news and happenings all around the world. As well as maintaining the site, I track its analytics and ensure the blog is continually attracting new readers and maintaining current ones.
- CREATOR - JAN 2016 - PRESENT  
**YouTube Vlogger – Annita Katee | Sydney, Australia**  
 Regular vlogs on the latest and best bits of entertainment and lifestyle happenings from around the world. Solely producing, presenting, operating the camera and other technologies as well as editing and uploading the videos. Each video sees a continual increase in growth and reach of content and presence and traffic back to the blog.
- WEEKLY BLOG CONTRIBUTOR - JUN 2015 - FEB 2017  
**The Upside | Sydney, Australia**  
 Weekly blog contributor for fitness apparel brand, *The Upside*, and its 155, 000 combined social media following. Covered all aspects of health, fitness, nutrition, beauty and lifestyle, whilst regularly producing articles that made direct links back to Hollywood and current celebrity health and fitness trends.



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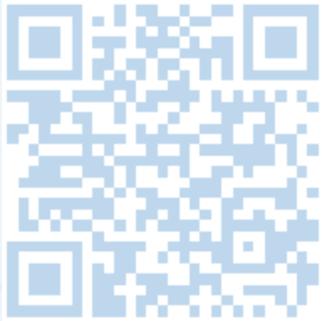


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### EXPERIENCE CONTINUED:

- SOCIAL MEDIA ASSISTANT - FEB 2013 - APR 2017**  
*Arthritese | Sydney, Australia*  
Setting up pages, establishing presence and maintaining networks through social media platforms. As a result, each quarter has seen an increase of sales and social media following.
- EDITORIAL ASSISTANT - FEB 2013 - APR 2017**  
*Arthritese | Sydney, Australia*  
Assisting in the creation and editing of blog posts as well as online content and monthly newsletters. Have managed to create and maintain positive networks with clients and customers leading to an increase of sales and traffic to the website.



### EDUCATION

- BACHELOR OF MEDIA, COMMUNICATIONS AND JOURNALISM - 2014 - 2016**  
*The University of New South Wales*  
Learnt the art of writing a timely newsworthy piece, presenting skills and the media society
- BACHELOR OF SPEECH PATHOLOGY - 2012 - 2013**  
*The University of Sydney*  
Withdrew to follow my passion of entertainment and lifestyle journalism



### HOBBIES AND INTERESTS:



### REFEREES:

- GINGER DURAN**  
*Digital Director of theCATTWALK by Catt Sadler*  
+1 (310) 343 - 3642  
ginger@thecattwalk.com
- DINAAZ LENTIN**  
*CEO of Arthritese*  
+61 427 - 280 - 898  
dinaaz@arthritese.com