



ANNITA KATEE BATLIWALA

- ENTERTAINMENT & LIFESTYLE JOURNALIST -

THIS HALF FULL EXPERIENCED OPTIMIST IS LOOKING FOR A NEW AND EXCITING OPPORTUNITY TO LEARN AND GROW

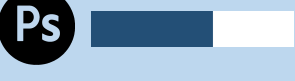


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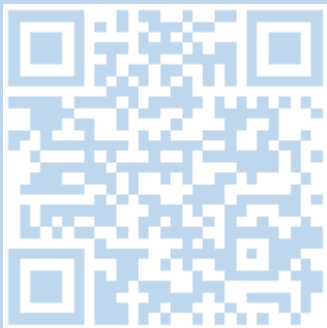
SKILLS:



HOBBIES:



USE A QR READER TO SEE MY FULL PORTFOLIO:



PROFILE:

A dedicated journalist keen on uncovering the unexpected angles in pop culture. With various opportunities in some of the world's most popular publications, Annita has gained the fundamental experience necessary to deliver the most factual, ethical and impactful content for digital, television and print.

EXPERIENCE:

SENIOR SHOWBIZ REPORTER - APR 2017 - PRESENT

Daily Mail | Sydney, Australia & Los Angeles, USA

- Publish an upward of 50 engaging and informative articles per week for worldwide readership that garnishes thousands of social shares on each
- Continue to break exclusive stories on some of the world's top celebrities and most influential personalities after attending press junkets, red carpets, festivals, private events and phone interviews
- Efficiently cover breaking news stories in a timely, informative and factual matter while ensuring sources are reputable
- Continue to write and produce content and research for DailyMailTV and Daily Mail social sites

SOCIAL MEDIA DIRECTOR - JAN 2016 - PRESENT

theCATTWALK | Sydney, Australia & Los Angeles, USA

- In charge of the social pages for the blog of Catt Sadler, in which readership and engagement has grown 470% since undertaking the role
- Lead a team of interns in continuing to create engaging website and social media content - with fundamental skills including but not limited to graphic design, video creation/editing and photography

ENTERTAINMENT & LIFESTYLE INTERN - NOV 2015 - MAR 2016

The Sydney Morning Herald - Fairfax Media | Sydney, Australia

- Broke stories that claimed the front page of both the physical paper and online site for Australia's most popular and circulated publication with a readership of over 5 million+ each month
- Interviewed various celebrities on-camera at press junkets and festivals both from Australia and overseas for exclusive feature articles and online interview segments

CONTENT CREATOR - JAN 2014 - PRESENT

annitakatee.com & Annita Katee on YouTube | Los Angeles, USA

- CEO and sole content creator of the blog annitakatee.com
- Continue to upload content about pop culture and trending lifestyle pieces for a readership of 3000 + per month
- Maintain a growing YouTube channel while producing weekly videos from the best entertainment and lifestyle happenings to personal vlogs
- Solely produce written and visual content while fronting as well as editing footage and operating all technology

EDUCATION:

BACHELOR OF MEDIA, COMMUNICATIONS & JOURNALISM

University of New South Wales



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