

GURPREET KAUR



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Ambala City , Haryana



ABOUT ME

Dedicated media professional and Linguist with expertise in **Translation, Transcription, voiceover, Data annotation , Audio data Collection , video editing, content Writing , Proofreading , social media management. Experienced in various roles from associate producer to news anchor and Language Lead , delivering high-quality content in News, Entertainment, Health, and Politics. Skilled in collaborating with cross-functional teams and engaging audiences using multimedia tools.** Proficient in **Punjabi & Hindi language** with cross-functional teams and engaging audiences using multimedia tools. Proficient in Punjabi language with 5 years of freelance experience in subtitling, translation, and transliteration and Audio data Collection

PROFESSIONAL WORK EXPERIENCE

INSHORTS INDIA ADVERTISING AND SERVICES PRIVATE LIMITED (PUBLIC APP)Social Media News App Assistant Input Desk Manager (Punjab) (September 2023 to March 2024)

- Manage all news content related to Punjab on the Inshorts public app
- Coordinate with reporters across all districts and tehsils of Punjab
- Verify the authenticity of news content before publishing
- Lead the support team for Punjab, overseeing their duties and work
- Research and plan strategies to improve performance metrics of reporters
- Identify and recruit contributors from various cities in Punjab
- Develop onboarding processes for new contributors
- Design training programs for contributors
- Establish processes for monitoring contributor performance

VIACOM18, Mumbai - Associate Producer (Punjabi IPL Team Jiocinema) (March - June 2023)

- Led collaboration efforts with directors, content writers, graphics teams, and show producers to craft engaging on-air shows, aligning content with audience preferences.
- Managed post-production activities, ensuring the delivery of high-quality content by working closely with stakeholders and maintaining rigorous quality standards throughout the process.
- Utilized experience in match commentary, interviews, and press conferences to subtitle videos effectively, enhancing accessibility and engagement for diverse audiences.
- Spearheaded PCR operations, fostering seamless coordination between teams to facilitate smooth show execution and optimize viewer experience.

Desh Pradesh Khabar, Haryana , Digital News Channel (May 2022 - Feb 2023) (Hindi Language)

- Acted as a versatile News Anchor, Script Writer, and Video Editor, Voice over artist Handled channel social media platforms like Facebook , Instagram, tweeter and Youtube etc.
- Presented news stories with a professional and engaging demeanor, keeping viewers informed.
- Created well-structured scripts, ensuring comprehensive coverage of events and topics.
- Edited videos to create visually appealing and informative content for digital platforms.

Ambala Breaking News, Haryana , Digital News Channel (July 2020 - April 2022) (Hindi Language)

- Successfully fulfilled the roles of News Anchor, Video Editor, Script Writer, and Graphic Designer
- Anchored news broadcasts, delivering accurate and impactful information to the audience.
- Handled channel social media platforms like Facebook , Instagram, tweeter and Youtube etc.
- Edited videos, maintaining visual coherence and narrative flow for engaging storytelling.
- Produced well-crafted scripts for news segments, maintaining journalistic standards and clarity.
- Designed graphics and visual elements, enhancing the overall presentation of news content.

Nava Data Private Limited - Punjabi Language Lead

- Review translations and transliterations for accuracy, consistency, and cultural relevance.
- Provide constructive feedback to the team and conduct regular quality checks to maintain high standards of Punjabi language content.

New India Abroad - (US based News Publication) (Punjabi Journalist)

Translate foreign English news into culturally relevant Punjabi.

Edit interviews, create engaging short reels.

Provide Punjabi subtitles for accessibility.

Freelance Experience of Punjabi & Hindi Language Expert

1. Provided freelance Punjabi and Hindi translation , Transcription , Transliteration , Audio data Collection and data annotation services for a diverse range of clients over three years, ensuring accurate and culturally appropriate translations for various content types, including documents, videos, and websites and to train Artificial Intelligence

2. Specialized in subtitling projects, transcribing and translating audio content into Punjabi and Hindi subtitles for videos such as documentaries, films, and educational materials, enhancing accessibility and viewer engagement.

3. Demonstrated expertise in transliteration, converting text from English or other languages into Punjabi and Hindi scripts while preserving pronunciation and meaning, facilitating seamless communication across linguistic boundaries.

SKILLS:

- Translation
- Transcription
- Transliteration
- Data Annotation
- Audio Data Collection
- Voiceovers
- Subtitling
- News Anchoring
- Production Management
- Punjabi Scripting (Punjabi , Hindi)
- Proofreading
- Content Writing
- Video Editing
- Story Telling
- Interviewing
- Graphic Designing
- Investigative Journalism

SOFTWARE KNOWLEDGE

- FCP (Final Cut Pro Video editing Software)
- Adobe Premiere Pro (Video Editing)
- Edius (Video Editing)
- Velocity (Video Editing)
- Filmora (Video Editing)
- After effects (Motion Graphics)
- Adobe Photoshop (Photo editing and Graphics)
- Canva
- Sound Forge (Audio Mixing and Editing)
- Quark Express (Newspaper, Magazine Designing)
- OBS (Live Streaming and Broadcasting)

EDUCATION

CHITKARA UNIVERSITY (2017 - 2020)
Bachelor's Degree
Mass Communication & Journalism

LANGUAGE

Punjabi (Native)
Hindi (Native)
English (Proficiency)