

PAROMA SONI

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EXPERIENCE

NY City Lens | Jan 2021 – Present
Reporter, New York

- Pitch and report stories weekly on local NYC issues for this award-winning Columbia publication, including one on caste violence among Indian immigrants in New York and another on Gov. Cuomo's rising controversies
- Work collaboratively on print, video, multimedia and data stories across all social media platforms

BuzzFeed India | Mar 2019 – Aug 2020
Video Producer, Mumbai

- Pitched, directed and produced original video content across social media platforms on subjects including rape culture in India and societal obsession with grades
- Led and assisted the team producing two 5-6-minute videos per week
- Edited 14 compilation videos per month for BuzzFeed Tasty, Nifty and Bring Me
- Sourced user-generated content and developed social media videos on trending viral topics

Homegrown Media | Aug 2018 – Feb 2019
Junior Video Producer and Content Writer, Mumbai

- Wrote 4-5 articles per week, both long & short form, for this local youth-focused editorial website
- Conducted interviews on politics, identity & culture
- Researched, shot and edited all video content
- Wrote social media copy for news-related posts and videos

Slate Magazine | Jan 2018 – May 2018
Video Intern, New York

- Researched, filmed and edited video projects including one on sex workers and consent in the #MeToo era
- Handled quick-turn edit requests, scripts, re-works, graphics and subtitling
- Assisted in live shoots and post-production
- Maintained and optimized Slate's YouTube channel

Working Families Party | Jun 2017 – Jan 2018
Media Outreach & Field Manager, New York

- Built outreach strategy for political campaigns
- Canvassed for new members & monthly \$800 donations
- Created branded content & social media videos
- Trained new recruits in communications skills

Freelance Contributor | May 2017 – Present
Writer and Videographer, Global

- Opinion & critique: wrote 5 pieces for The Swaddle, Scrollin, and Pulp Mag on pop culture, sex, politics & identity
- News analysis: wrote for The Wire on Trump and F-1 visas and Down To Earth on India's solar energy plan
- Interviews: conducted video interviews for Amnesty International for their Free Liu Xia campaign

EDUCATION

Columbia Journalism School *Expected August 2021*
Master of Science in Data Journalism
Shobhana Bhatia Scholar

Program focused on using coding, open-source intelligence, web scraping, AI and visualization for investigative reporting and data-driven stories. Highlights:

- In-depth news feature on the impact of COVID on Mumbai's lower-caste fisherwomen
- Interactive map of gun violence and racial inequality in New York City during the pandemic
- Anticipated master's project on the Indian government's use of social media data to target journalists/activists

Trinity College, Hartford CT *May 2017*
Bachelor of Arts in Human Rights and Film Studies
Magna cum laude, Phi Beta Kappa, Davis Scholars

Honors theses:

- *Human Rights*: "Flames in the Shadows – The Marathwada Riots and the Struggle for Dalit Liberation" advised by Vijay Prashad
- *Film Studies*: "Mosaic", 20 min. narrative short film on urban youth in India advised by James Younger

Study abroad programs:

- Peace & conflict resolution at **Maastricht University**, the Netherlands (Spring 2016)
- SIT's International Honors Program on Human Rights Research & Practice in **Nepal, Jordan and Chile** for a month each (Fall 2015)

SKILLS

• VIDEO:

Adobe Premiere Pro, Photoshop, After Effects, Lightroom, Illustrator

Final Cut Pro X, Logic Pro, Canon 1D/5D/7D

• DATA:

Python, R, SQL, Regex, API, JavaScript, HTML, CSS
Adobe InDesign Matplotlib, Mapbox, QGIS, Tableau
Open Refine, Microsoft Excel, D3

• WEB:

WordPress, Clay/CMS, SEO
Google Analytics, Wix Web Design
Social Media Analytics & YouTube optimization

• LANGUAGES:

English ★★★★★
Hindi ★★★★★
Gujarati ★★★
Spanish ★★