



RIYA GANDHI

RiyasRedPencil.com

EDUCATION

MA in Publishing

Editorial Concentration
Rosemont College - Sept 2019

Bachelor in Business Administration

Maharaja Sayajirao University of
Baroda - Dec 2016

CERTIFICATES

CS50 - Computer Science

Harvard University - Feb 2021

Graphic Design Masterclass

UDemy - Apr 2020

SOFTWARE

- **Adobe Creative Suite:**
InDesign, Photoshop, Illustrator
- Microsoft Word, Excel, Powerpoint.
- G Suite
- Asana
- WordPress
- Squarespace
- Salesforce
- Slack
- Zoom

SKILLS

- AP, APA, MLA, and CMS Writing Styles proficiency
- Digital Marketing
- Editing, Proofreading, and Copy-Editing
- Graphic Design
- Manuscript Evaluation
- SEO and SMO
- Oral and Written Communication Skills

EXPERIENCE

Associate Editor - The Dermatologist

HMP Global | Apr 2022 - Present

- Write, format, and edit print magazine articles.
- Edit online articles to ensure clarity, consistency, and adherence to style guidelines.
- Create engaging social media content to promote articles and increase brand visibility.
- Conduct interviews with Key Opinion Leaders (KOLs) to gather insights and quotes.
- Develop and distribute daily marketing e-newsletter blasts to targeted audience.

Editorial Assistant

Toptal | Nov 2021 - Feb 2023

- Coordinated content production for five verticals, one blog, and one website using Slack.
- Managed article uploads and resolved issues within Toptal CMS.
- Designed and launched newsletters for each published article, optimizing reader engagement.
- Moderated Disqus comments for blog posts to encourage discussions and ensure a positive user experience.
- Collaborated with the Operations team to establish workflows in Asana.
- Revised release notes and updated article pitches to enhance communication within the team.

Publishing Assets Assistant

Hasbro | Nov 2021 - Oct 2022

- Designed and created Publishing Catalog to showcase brand books and merchandise.
- Coordinated deliverables with domestic and international teams to ensure timely and accurate releases.
- Developed visually appealing brand newsletters to inform stakeholders and drive engagement.
- Designed book covers for brand books in foreign languages.
- Gathered stills and quicktimes of brands for promotional use on platforms like Netflix and YouTube.

Editorial Assistant

DERMASCOPE Magazine | Oct 2021 - Nov 2021

- Formatted and edited articles for the magazine, ensuring consistency and adherence to publication standards.
- Strategized, created, and managed Social Media Calendar and weekly newsletters to engage the audience.
- Generated content for the magazine through research and writing.
- Administered contracts for press and advertorials, maintaining professional relationships with companies in the aesthetic industry.



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