



About Me

Over the last decade, I have extended my work in design and development of travel content for television, digital and print platforms. This includes writing and editing articles for national & international publications, curating the 'Weekend Vacations' column for Mint (India), developing content for coffee table books to writing scripts for TV shows and travel documentaries, and spearheading a photography-travel outfit. Authoring /co-authoring over 24 books for Lonely Planet Guidebooks (India & U.K), Roli Books & Times Books has been a rewarding experience, as has contributing articles to National Geographic Traveller, Outlook Traveller, Mint, Hindu Businessline and Jet Wings amongst other publications. My interest in new media and content strategy has provided me the opportunity to lead several consultation scopes for travel-related ventures in the content development and digital marketing space.

Having experienced diverse facets of content development and marketing, I have been invited to talk on different forums on travel and choosing an alternative career, including social media engagement for brands as an influencer and book launches.

Extensive global exposure has complemented my experience in understanding & being able to align content development to marketing it through various channels.

Specialties

Content Marketing, Travel and Lifestyle Writing, Business Development, Creative Content Development and Social Media/Digital Marketing.

Reach

Regularly touch base with a community of over 10,000 (and growing) travel enthusiasts through my website & social media channels - Twitter, Facebook, Instagram, Pinterest, LinkedIn & blog.