

Rupin Kale

Digital content manager

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MY STORY

Digital content manager with expertise in social media. Dedicated professional capable publishing high volumes of content, with experience of covering global events like the ICC Cricket World Cup and T20 World Cup

WORK EXPERIENCE

Social media manager

ESPNCRICINFO AND ESPNINDIA

(May 2021 - present)

RESPONSIBILITIES

- To publish daily social media content for ESPN Cricinfo and ESPN India (20 million followers across Facebook, Instagram, Twitter)
- Post match updates, statistics and analysis during live action
- Find creative ways to publish website news pieces and features on social media to generate clicks
- Maintain and ensure error-free operations on all handles
- Create graphics and other bespoke content for daily use
- Deliver information and knowledge to fans in a straightforward yet unique manner
- Focus on improving the visual appeal of the handles
- Create short video content for ESPNcricinfo "Shorts" - our website version of Insta Stories
- Find ways to engage the audience in real cricketing discussions
- Ensure fairness in the coverage of information from all cricketing nations

SKILLS

- Excellent understanding of social media
- Knowledge of sports media consumption
- Excellent writing and proof-reading skills
- Flexible to changing customer requirements
- Personable and able to build good relationships
- Composure under pressure and the ability to meet tight deadlines

TECHNICAL SKILLS

✓ Da Vinci Resolve

✓ Photoshop

✓ Pulse platform

✓ Canva

✓ Sprinklr

✓ Playbuzz

✓ Playing surface

✓ Brightcove

✓ A-frame

✓ Microsoft office

✓ Windows platform

✓ WordPress

Social media manager

CRICKET PROPERTIES LIMITED – INTERNATIONAL CRICKET COUNCIL, WISDEN CRICKET

(August 2018 - May 2021)

RESPONSIBILITIES

- To contribute to daily social media strategy for ICC (55 million followers across Facebook, Instagram, Twitter)
- Ensure quality, error-free operations on ICC digital
- To report, source and upload digital content for icc-cricket.com and Wisden.com
- Live-blog international matches with over-by-over commentary
- Ideate/ Report/ Manage editorial content on the site during ICC events such as the World Cups and pathway events
- Act as an ambassador for Cricket Properties and Wisden

EXPERIENCE

- Covered the ICC Cricket World Cup 2019 in the UK and the ICC Women's T20 World Cup 2020 in Australia
 - Contributed in both on-ground and digital-hub content during the tournaments
 - Was a part of the team that delivered 4.6 billion video views, 481 million engagements, 14 million new followers and 22,000 pieces of content in CWC19
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SOCIAL MEDIA ACCOUNTS HANDLED

International Cricket Council

- Instagram
- Facebook
- Twitter
- Pinterest
- TikTok
- YouTube

Wisden Cricket

- Instagram
- Facebook
- Twitter
- YouTube

ESPN Cricinfo

- Instagram
- Facebook
- Twitter

Cricket Ireland

- Instagram
- Facebook
- Twitter

Sportskeeda T

- Facebook

Online writer and editor

SPORTSKEEDA

(December 2016 – PRESENT)

RESPONSIBILITIES

- To file timely copies for tennis, formerly football and cricket.
- To write all types of articles, including news, listicles, and in-depth features.
- To edit cricket, football and tennis articles on a daily basis.

EXPERIENCE

- Over 600 articles written
- Over 300 copies edited

Digital content intern

SAKAL MEDIA GROUP

(February 2018 – April 2018)

RESPONSIBILITIES

- To write blogs in the build up to the 'YIN Summer Youth Summit', a yearly event organized by Sakal
- To design posters and social media banners
- To contribute to social media strategy

EXPERIENCE

- Over 60 blogs written

Journalism intern

SPORTSKEEDA

(June 2018 – August 2018)

RESPONSIBILITIES

- To write daily cricket articles, including news, previews, match reports, opinion and listicles.
- To take field interviews.
- To live-blog of cricket matches

EXPERIENCE

- 205 articles in two months, including three Editor's Picks

SPECIAL PROJECTS

- Covered the ATP Maharashtra Open [250] for Sportskeeda. Exclusive interviews with Arjun Kadhe, Marin Cilic and Gilles Simon.
- Winner of the 'Best Delegate' award representing the United Kingdom at the United Nations Security Council at the i_MUN (Indira Model United Nations)
- Winner of the 'Special Mention' award representing Chile in the United Nations Educational, Scientific and Cultural Organization at the i_MUN (Indira Model United Nations).
- Worked as a volunteer for a charity dinner hosted by Smile Foundation and Virat Kohli Foundation.

Content writer

GIFTEASE TECHNOLOGIES PRIVATE LIMITED

{September 2016 to May 2017}

RESPONSIBILITIES

- To generate catalog content
- To contribute to social media strategy
- To write blogs, press releases and Facebook notes.

EXPERIENCE

- Hundred-plus catalogs filed
- Over 25 articles written

CONTENT REMARKETING

{June 2016 – November 2016}

Online content writer

RESPONSIBILITIES

- To write of SEO-rich, keyword-specific articles for clients from various industries.
- To submit five-six copies per day, each with a minimum of 650 words
- Write on domains like healthcare, fashion,
- technology, travel, online services etc.

EXPERIENCE

- Over 500 articles written

INDIAN SUPER LEAGUE – FC PUNE CITY

{October 2015 – December 2015}

Hospitality staff member

RESPONSIBILITIES

- Dressing room management
- Crowd management
- Contribute to promotional activities

EXPERIENCE

- Worked in all 14 home games of the 2015 season

EXTRA-CURRICULAR ACTIVITIES

Dance

- An [Instagram profile](#) dedicated to dance
- Winner of several awards at local and regional levels.
- Part-time instructor

Arsenal

- Part of the official Arsenal Supporters Club in Pune (APSC)
- Part of [Arsenal Bangalore panel](#) for pre and post game discussions
- Former social media manager at Arsenal Pune

Volunteer at **animal-welfare** organisations

Trekking enthusiast

QUALIFICATIONS

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Indira School of Communication (Amity Univeristy)

Year: 2018

CGPA: 8.51 (first-class with distinction)

CLASS XII

Maharashtra HSC Board

Year: 2014

Percentage: 74.61

CLASS X

Maharashtra SSC Board

Year: 2012

Percentage: 95.09

GERMAN LANGUAGE CERTIFICATION

Goethe Institute

Year: 2016

Score:

A1 – 86/100

A2 – 65/100