



# Deekshith Nevil Pinto


Content Strategy | Storytelling

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 Location

Bengaluru, Karnataka, India

## Top Skills

- Team management
- Content development
- News writing and editing
- Digital brand building
- Science and business news
- Storytelling
- Environmental management

## Education

### Nalanda University

Master’s Degree | Ecology and Environmental Studies | 2015 - 2017

### National Law School of India

PGDEL | Environmental Law | 2013 - 2015

### Sri Jayachamarajendra College of Engineering

Bachelor of Engineering (B.E.) | Environmental Engineering | 2009 - 2013

### St. Joseph's PU College

Pre-University (Science) | 2007-09

- Driven by a deep passion for ideas, insights, and storytelling, I have a diverse professional background as an engineer, writer, and editor!
- With domain expertise in science, sustainability, and business, I am committed to crafting content that resonates with a larger audience.
- Developed and led a team of 15+ talented writers to achieve remarkable editorial success for leading science & business portals.

## EXPERIENCE

### Staff Writer to News Editor | Times Internet

Sep 2018 - Present (6 Years 3 months)

Started as a science writer with The Weather Channel India under Times Bridge in 2018. In 2021, was promoted to Deputy Editor, and started co-managing BI's science and sustainability beats in 2022. In April 2024, I was promoted to News Editor to spearhead the editorial operations for entire Business Insider India!

Here're key details of my work with Times Internet:

### News Editor | Business Insider India

April 2022 - Present (2 Years 8 Months)

#### Key responsibilities:

- Developing and executing daily, as well as long-term, editorial content strategy, with a healthy balance between multiple beats like business, finance, politics, science, entertainment, and sports.
- Building and managing a talented team of writers and enabling them to produce timely, accurate, engaging, and insightful content while ensuring highest standards of journalistic integrity.
- Actively monitoring readership trends and preferences to ensure 'kaizen' in our content offering that resonates with our loyal set of audience.
- Work with internal and external teams to leverage available resources and optimise our content for maximum impact and reach.

#### Major accomplishments:

- Despite major organisational restructuring just before taking over as the editor, managed to achieve a 50% YoY spike in readership in the very first quarter (Q2 2024) with a team half the size.
- Streamlined editorial coordination with the international teams, enhanced content review and quality assurance systems, and strengthened daily content planning and tracking processes.
- Launched and strengthened Sustainability and Science Insider under BI India banner and drove impactful content growth for two years



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## Certifications

- UGC-NET Junior Research Fellowship (JRF) and Assistant Professorship
  - Global Reporting Initiative (GRI) Professional
  - ISO 14001 Internal Auditor
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## Languages

English, Hindi, Konkani, Kannada

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## Start of My Career

### Environmental Engineer | Toyota Kirloskar Motor

Jul 2013 - Aug 2015 (2 Years 2 Months)

- Toyota's core values helped me lay a strong foundation for my career. Kaizen (Continuous Improvement), mutual respect, Genchi Genbutsu (Go and See), and KPI-based work planning defines my professional approach even today.
  - Here, I ensured environmentally sound operational practices and systems for both regulatory compliance & Toyota's commitment to excellence in ESG.
  - Conducted regular audits and assessments to identify and address potential non-compliance under both legal and ISO 14001 Systems in manufacturing Plant 1.
  - Ensured that all waste was handled, stored, and disposed as per legal and company guidelines.
  - Contributed to fostering an eco-conscious culture within and around by generating awareness content and conducting training workshops
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## EXPERIENCE (Contd...)

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### Deputy News Editor | The Weather Channel (weather.com)

Sep 2018 - Aug 2024 (6 Years)

- Contributed to the platform's (site+app) unmatched 1000% (or 10x) growth in terms of monthly user numbers within five years!
  - Led a young, dynamic team of science writers that covered daily news and happenings around weather, science, space, health, environment, and general beats in a fun, lively manner.
  - Initially, as a writer, targeted niche science and weather beats, with detailed, expertly curated features. Gradually, pivoted to quick and fun sciency content, and witnessed rapid growth.
  - As the editor, broadened our coverage & doubled down on successful beats like space, palaeontology, pollution, and health during COVID-19 pandemic, enabling exponential readership growth since 2020.
  - Worked with meteorologists and experts across the US, the UK, Japan, and India to ensure hyperlocal, actionable weather updates.
  - Contributed to attracting millions of followers on social media platforms, thanks to featuring consistently on Twitter India's explore section and generating IG reels that garnered over 10M impressions.
  - Strengthened our brand image and presence on social media by hosting constant interactions with celebrities, experts, and influencers.
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### Director | Femina Flaunt Studio Salon - Bengaluru

Oct 2022 - Present (2 Years)

- Launched a premium franchise salon unit through the Times Group's employee-entrepreneurship option to develop a passive income stream.
  - After the initial involvement for physical unit set up, business strategy, staff hiring, and marketing, took a back seat on daily operations.
  - Established processes for daily operations, team management and customer experience. But the unit faced challenges in gaining traction and establishing its brand presence in a competitive market.
  - With months of strategic digital marketing and staff training, successfully turned the business around, driving significant growth.
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### Other Notable Work Experiences

- Consultant with Indian Institute for Human Settlements (IIHS), working on various Climate Change initiatives in Indian cities (Sep '17 - Aug '18)
  - Freelance Science Writing with Research Matters and Deccan Herald for over a year from Sep 2017 to Oct 2018
  - Managed Network Expert and Instructor with Chegg (Aug '17 - Sep '18)
  - Report Writer with Foundation for MSME Clusters (May '16 to Jul '16)
  - Interned with Karnataka State Pollution Control Board (Jun to Sep '12)
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