

# IMAAD MAJEED

22A, Sri Jinarathane Mawathe,  
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## Work Experience

### Beehype

(December 2019 - Present)

Music journalist. Contributing as a Sri Lankan correspondent. Writing reviews and contributing to lists, providing important context while catering to a global audience.

### The Packet

(February 2019 - Present)

Artist and coordinator. Involved in all projects initiated by The Packet as an artist and coordinator. Website coordinator for 'talk to you soon, talk to you later' project for Serendipity Arts Festival's Future Landing, working with the web developers and artists from conceptualization to execution.

### KACHA KACHA

(May 2015 - Present)

Director, organizer, curator. Conceptualized with Colomboscope Curator Radhika Hettiarachchi. Handling all aspects from artist and content curation to production and execution, including press and social media. Coordinating with artists, venues, audio production. Running crowdfunding campaign.

### Museum of Modern and Contemporary Art Sri Lanka

(February 2020 - April 2020)

Press and Social Media Manager. Handled press, public relations and social media for the museum. Maintained the website.

### Sunday Observer

(July 2019 - January 2020)

Editor of Digital Communications and sub-editor. Handled social media presence, improving quality of content and engagement. Improved efficiency and workflow of sub-editing desk.

### Foozoo

(November 2018 - April 2019)

Freelance writer. SEO content on travelling in Sri Lanka, geared towards LGBT target market.

### YAMU

(September 2015 - February 2017)

Full-time sub-editor, journalist, videographer and video-editor. Conceptualized and executed YAMU TV.

### TBWA/Sri Lanka

(July 2014 - March 2015)

Junior copywriter; won Young Spikes - Integrated (Sri Lanka). Wrote copy for internal communications of AIA Sri Lanka, and was involved in ideating sessions of campaign pitches.

### The Sunday Leader

(August 2013 - May 2014)

Full-time sub-editor and journalist: curated content for the Weekend Leader arts and culture magazine, conducted interviews with poets, artists, authors and musicians.

## Referees

Dharisha Bastians, Correspondent, New York Times

077 1 92 15 58

dharisha@gmail.com

Indi Samarajiva, Founder, YAMU (Pvt) Ltd

077 7 33 70 59

indi@indi.ca

## Skills

### Hard skills:

Creative and Journalistic Writing  
Fast typing  
Proofreading  
Copy-editing  
Photography  
Photo-editing  
Videography  
Video-editing  
Audio-recording  
Audio-editing

### Soft skills:

Creativity  
Critical Thinking  
Storytelling  
Listening  
Verbal Communication  
Design Aptitude  
Desire To Learn  
Resourceful  
Troubleshooting  
Adaptability  
Decision Making  
Motivating  
Providing And Accepting Feedback  
Trainable  
Cooperation  
Collaboration  
Disability Awareness  
Diversity Awareness  
Intercultural Competence  
Networking  
Multitasking  
Punctuality  
Patience

### Software:

MS Word  
Adobe Photoshop  
Adobe Premiere  
Audacity  
Adobe Audition  
Ableton Live  
Adobe InDesign  
Wordpress

### Hardware:

Familiar with computers, digital cameras, audio recorders, audio mixers, and AV production.

## Education

Asian College of Journalism (2012)  
UNESCO Madanjeet Singh Scholarship  
Key Issues A  
Media & Law A  
Art & Culture A  
Media Perspectives B  
Tools of the Modern Journalist C  
Ecology & Environment C

### Reporting assignments:

Housing issues in the periphery of Chennai; focused on transgender population, and interviewed transgender rights activist Kalki Subramaniam.  
Water scarcity; interviewed hydrologist at Chennai Metro Water Supply & Sewerage Board.

### Collegeboard SAT (2009)

Cumulative score: 1820  
85th Percentile: Critical Reading  
77th Percentile: Creative Writing  
77th Percentile: Mathematics

### American National College (2008 - 2009)

#### General Electives inclusive of:

Inquiry and Argumentation A  
for Research Writing A  
Literature A  
Statistics A  
Sociology A  
General Psychology A  
American Government A  
Human Civilization A  
Physics B+

### Edexcel A/S Level (2008)

Core Mathematics C1 B  
Core Mathematics C2 B  
Mechanics M1 U

### Edexcel GCE O Level (2007)

Computing A  
English B  
Physics B  
Economics C  
Geography C  
Art & Design C  
Mathematics D

### Asian International School (2001 - 2007)

St. Thomas' College, Mt. Lavinia. (1996 - 2001)