

KRISHNENDU BANERJEE

SUMMARY

Accomplished journalist with 10 years of experience in sports, politics, cybersecurity, and technology. Skilled in crafting accurate narratives and leading editorial teams to produce high-quality publications. Focused on nurturing staff development and enhancing writing skills across diverse teams.

EXPERIENCE

News Editor

InsideSport (BetterCollective) | February 2021 - July 2026

- Developed new content properties like DRS (Daily Review System), driving significant increases in web traffic and audience engagement.
- Created IPL and India captaincy record widgets, along with IPL head-to-head widgets for InsideSport.
- Wrote over 3000 stories, including interviews, exclusive and breaking news stories covering BCCI, cricket, football and other Olympic sports to elevate the authority of the publication.
- Led a team of 17 writers at the website's peak, coordinating with product and SEO teams to align content strategies effectively.
- Managed SEO initiatives, focusing on technical SEO and web design to enhance site performance.
- Mentored junior writers on effective writing techniques and editorial processes.

Freelance Writer

International Business Times | March 2020 - February 2021

- Provided in-depth coverage of Singapore Elections 2020 by interviewing politicians and social activists.
- Created engaging content for online articles and features, enhancing reader engagement and interest.
- Focused on covering science, tech, and politics in Asia-Pacific, particularly Singapore and China, during the pandemic.
- Researched industry trends to inform writing and editorial decisions.
- Collaborated with editors to refine and polish written materials.

Sub-Editor/Reporter-Sports

The New Indian Express | January 2016 - March 2020

- Field reporting on cricket, football, tennis, badminton, golf, swimming and other Olympic sports.
- Covered T20 World Cup, IPL, Test matches, ODIs and T20Is, providing timely insights and analysis.
- Reported on the FIFA U17 World Cup, Davis Cup, ATP Challenger, ISL, and I-League tournaments. Highlighted emerging talents and their stories.
- Delivered extensive local coverage of sports events in Bengaluru and Karnataka.

LANGUAGES

- English
- Bengali
- Hindi

PROFILE INFO

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<https://muckrack.com/krishnendu-banerjee/articles>

<https://krishnendu-banerjee.pages.dev/>

SKILLS

- Reporting and editing
- Content strategy and development
- Search engine optimisation (SEO)
- Web development
- Web design
- Leadership and team management

EDUCATION

Bachelor of Arts

Journalism, Communicative English, Psychology

Bangalore University, Bengaluru

Graduated with Journalism,

Communicative English and

Psychology as subjects

January 2013