

# Work Samples

*Radhika Dutt*

## MEDIA SAMPLES

I have led media campaigns, product launches, and thought leadership initiatives for brands operating in sustainability, energy innovation, and technology. Some examples of my dynamic storytelling include:

- ❖ **Report induced storytelling** to support business goals
- ❖ **Executive positioning** on television to influence stock markets
- ❖ **Opinion articles** that strengthen brand thought leadership
- ❖ **In-depth business story** on technology breakthrough
- ❖ **Leadership voices** to publicize industry strengths
- ❖ **In-depth interviews** to strengthen business presence
- ❖ **Leadership podcast** to optimize audience outreach
- ❖ **Press Release publication** to reach target audience
- ❖ **Lobbying via written columns** to influence local policy
- ❖ **Service campaigns** to trigger a rise in market share
- ❖ **Embargo news announcements** to maximize coverage
- ❖ **Social campaigns** that have won coveted marketing awards
- ❖ **Project launches** and **new market entries**
- ❖ **Trade events** to secure leadership interviews

## WRITING SAMPLES

A former investigative journalist and publisher, I am an expert writer with the ability to curate content across writing styles including AP style, Chicago style, British style, etc. I have a proven record of producing a vast format of write-ups, including product profiles, interviews, speeches, opinion articles, press releases, media briefs, award entries, LinkedIn posts, blogs, and more. Examples include:

- ❖ **Bylines as a journalist:** I have covered beats including investigative, sustainability, politics, corporate interviews, food reviews and book reviews. My bylines can be accessed [here](#).
- ❖ **Bylines as a columnist:** I have been writing on carbon pricing and electrification with a number of local print publications in the Bay Area. These stories can be read [here](#).

- ❖ **Writing for PR clients:** I have written a vast number of product profiles, bylines, magazine features, interviews, opinion articles and more, that can be accessed [here](#).
- ❖ **Writing for social media:** I excel in curating LinkedIn posts. My sample social media work can be accessed [here](#).
- ❖ **Media pitches:** I have pitched to a variety of media over the years, securing coverage across television, print, podcasts, and more. These pitches have been tailored basis client business and thorough journalist profile review.