

# Ananya Panchal



408 398 7415



ananya.panchal19@gmail.com



ananyapanchal.com

## Summary

Driven journalist with strong writing, interviewing and reporting skills, specializing in breaking news, pop culture, fashion and lifestyle trends. A published author with three years of professional digital and print experience.

## Skills

- Feature Writing
- Interviewing
- AP Style
- Breaking News
- Public Speaking
- Instagram, X, Facebook, TikTok, Snapchat
- Sudoku
- Canva
- Photoshop
- Search Engine Optimization

## Education

2022  
**B.S. JOURNALISM**  
Boston University

## Experience

**Sports Illustrated Swimsuit** 9/22 - present

**Lifestyle & Trending News Writer**

- Pitched and wrote 8–12 articles daily, covering breaking fashion, beauty, and culture news, as well as long-form features and profiles
- Interviewed models, designers, entrepreneurs and athletes for in-depth profiles and exclusive Q&As
- Attended and covered fashion and beauty events, red carpets and launch parties, translating insider access into engaging stories for readers
- Managed an editorial calendar, pitched weekly and optimized headlines for SEO-driven visibility and engagement
- Played a pivotal role in building the brand's lifestyle vertical from the ground up, contributing to a 71% increase in sessions YoY from 2022–2023

**Bustle, BDG Media** 2/22 - 6/22

**Part-time Reporter**

- Covered breaking lifestyle, entertainment and celebrity news, writing 4–6 timely, high-traffic stories weekly
- Monitored social media and industry news to stay ahead of fashion, beauty and pop culture trends

**NBC News, TODAY Show** 6/21 - 9/21

**Editorial Intern**

- Wrote pop culture, health and trending stories, interviewing public figures and researching key topics
- Pitched stories and contributed to editorial brainstorming meetings

**Back Bay Publishing Co. Board of Directors** 5/21 - 5/22

**Chairwoman**

- Lead weekly meetings with the Board of Directors
- Oversee all recruiting, hiring, training, financial, legal, ethical and managerial aspects of *The Daily Free Press*, Boston University's only newspaper

**San Francisco Chronicle** 6/20 - 10/20

**Features Editorial Intern**

- Wrote culture, film & TV, trend & pandemic-related articles for print & digital
- Contributor for the Throughline, a limited 8-week series envisioning the post-pandemic future of the Bay Area

## Clips

[It's Martha Stewart's World and We're All Just Living in It](#)

[Kristin Juszczuk's Brand Off Season is for the Fans, the 'Heartbeat of Sports Culture'](#)

[Bay Area couples share their stories of arranged marriage](#)

['Baby-Sitters Club' sparks nostalgia and appreciation for original girl gang](#)

[Breast Cancer Previvor Sarafina El-Badry Nance Empowers Women to Take Control of Their Health](#)

[Dermatologist Dr. Bhanusali Created His Aesthetica Skin Lab for Patients to 'Glow Their Best'](#)

[Relax, Recharge and Reward Yourself at the Waldorf Astoria Los Cabos Pedregal](#)

[Porters on the Lane: A Charming Long Island Restaurant Where Community and Comfort Collide](#)

[The Luka Dončić and Anthony Davis Trade Explained, for the Girlies](#)

[Creative Genius Alert: This Activewear Brand Just Tapped a Viral Creator to be the Face of Its New Campaign](#)