

Contact

www.linkedin.com/in/meena-viswanathan (LinkedIn)

Top Skills

Prompt Engineering

Transcription

Deadline Management

Languages

Tamil (Native or Bilingual)

Hindi (Elementary)

Certifications

How to Pitch Science Stories that Sell

AI for Work and Life

Certificate of Proficiency in Business Computing

JournalismAI Discovery: Learning the key principles of artificial intelligence in journalism

Honors-Awards

Gold Award for Travel Feature


Bronze Award for News Feature

Silver Award for Interview Profile

Gold Award for Book Review Column

Bronze Award for Calendar

Meena Viswanathan

Award-Winning Journalist | Helping Publications Tell Powerful Stories | Content Creator |  Copy Editor | Public Speaker
Metro Jacksonville

Summary

I believe in the power of storytelling to connect, educate, and drive action. As an award-winning journalist, content creator, and copy editor, I help publications craft compelling narratives that engage audiences and amplify their message.

With over 15 years in editorial strategy, branding, and media relations, I specialize in SEO-driven content —transforming ideas into clear, impactful stories. My work has been recognized by Parenting Media Association and Parenting Publications of America, but my greatest reward is seeing a story resonate and make a difference.

How I Can Help You:

Publications & Brands: Elevate editorial content crafting audience-driven narratives.

Writers & Creators: Expert editing to refine and strengthen your message.

Speakers & Organizations: Engaging audiences with impactful storytelling.

I'm always open to opportunities in editorial consulting and content strategy collaborations.

Let's connect and bring your story to life!

Experience

Online Media and Newspapers

Freelance Writer

January 2002 - Present (24 years 1 month)

Greater St. Louis

Covered on education, non-profit, food, and multicultural topics for local publications including Collierville-Herald Independent, Edible Memphis and Daily Memphian.

Collierville Chamber of Commerce

Contributing Writer

April 2025 - June 2025 (3 months)

Planned, prioritized, and coordinated assignment involving research, interview, transcription, and follow-up.

NPR

Reporter

September 2022 - September 2022 (1 month)

United States

NPR Next Gen Radio Project @ St. Louis Public Radio

Sauce Magazine

Digital Editor

August 2021 - September 2021 (2 months)

Greater St. Louis

Manage workflow/content production, edit/fact-check copy, schedule and publish stories on the website.

Contemporary Media, Inc.

Calendar Editor/Writer - Memphis Parent Magazine

June 2004 - April 2020 (15 years 11 months)

Greater Memphis Area

Specialization in corporate communications with over 40 public relations offices in the Mid-South. Independently pitched and reported 60+ articles and news briefs for publication in both print & online magazine.

Key Accomplishments:

- Interviewed First Lady of Tennessee for Read20 Family Book Club Campaign
- Cover story interview profile on Brian Selznick (Hugo movie) received national recognition from trade organization
- First feature length health coverage on Dangers of Drinking during Pregnancy won bronze award
- Cover story interview profile on children's author/illustrator Eric Carle won silver award
- Interviewed Arun Gandhi, grandson of Mahatma Gandhi for a children's book review

Germantown Area Chamber of Commerce

Editorial Contributor

September 2018 - November 2018 (3 months)

Germantown, TN

Planned, prioritized, and coordinated assignment involving tour, research, interview, transcription, and follow-up

Collierville Chamber of Commerce

Contributing Editor

June 2017 - August 2017 (3 months)

Collierville, TN

Planned, prioritized, and coordinated assignment involving research, interview, transcription, and follow-up

Education

Alagappa University

Masters in Corporate Secretaryship, Business/Corporate Communications

Annamalai University

Post Graduate Diploma in Business Administration, Business Administration and Management, General

Ethiraj College for Women -University of Madras

Bachelor of Commerce (B.Com.), Accounting and Business/Management