

Eshita Srinivas

Senior Content and Communications Strategist | Sr. Journalist

Profile

8+ years leading content and editorial strategy across lifestyle, FMCG, and luxury media. Deep expertise in SEO-driven storytelling, brand communications, and full vertical ownership — including sole authority over alcohol & spirits at Burda Luxury. Proven impact on traffic, audience engagement, and integrated marketing; equally fluent in corporate communications, agency briefs, and cross-functional collaboration.

Work Experience

Travel + Leisure India & Lifestyle Asia India • Burda Luxury

Senior Digital Writer — Content & Communications

May 2023 - May 2026

- Sole owner, Alcohol & Spirits vertical — commissions, edits, and publishes all category content; built brand into a recognised category authority.
- Drives integrated editorial strategy across food, travel, entertainment, and lifestyle; executes high-impact properties tied to commercial goals.
- Consistently exceeds SEO traffic KPIs across SERP rankings and brand-relevant keyword clusters.
- Conducts in-depth reviews, experiential coverage, and C-suite interviews for senior audiences.
- Owns editorial QA — aligns in-house and contributed copy to house style and tone of voice.

Travel + Leisure India & Lifestyle Asia India • Burda Luxury

Lifestyle Writer — Content Strategy

Nov 2021 - May 2023

- Owned content across food, travel, alcohol, and entertainment for two premium media brands simultaneously.
- Maintained both brands' digital relevance through timely breaking content.
- Built a strong PR and F&B network across Bengaluru, unlocking exclusive access and brand partnerships.

Girls Buzz

Lifestyle Content Writer

Nov 2020 - Nov 2021

- Produced high-volume, SEO-optimised lifestyle and wellness content, improving organic search performance.

CureJoy Inc.

Content Writer & Editor

Aug 2017 - Mar 2020

- Created deeply-researched, SEO-driven health and wellness content; edited freelance submissions to ensure accuracy, brand tone, and style compliance.
- Developed editorial workflows and quality benchmarks that improved content consistency platform-wide.

PropStory

Content Writer & Research Analyst

Jul 2016 - Aug 2017

- Produced market-facing real estate content; conducted competitor and market analysis to inform content positioning.

Contact

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Expertise

- Content Strategy & Storytelling
- SEO & Digital Optimisation
- Editorial Leadership & QA
- Style Governance
- Alcohol & Spirits Category
- Corporate Communications
- PR & Stakeholder Relations
- Integrated Marketing
- Competitor & Market Analysis

Beats

- Alcohol & Spirits
- Food & Dining
- Luxury Travel
- Entertainment
- Lifestyle & Wellness
- Real Estate

Tools and platforms

- WordPress / CMS
- Google Analytics & GSC
- SEMrush / Ahrefs
- Editorial Calendars
- PR & Media Databases

Education

Mount Carmel College

BA in Communication Studies

References

Adila Matra

- Deputy Editor, Reader’s Digest
- +91 80101 36244

Bayar Jain

- Features Editor, Robb Report India
- +91 91 6733 936 1