
Vandana Viswanath

Editorial Strategist
Chennai, India

Email: meledath.vandana@gmail.com

LinkedIn: [Vandana Viswanath](#)

In a Snapshot

I am an editor with two decades of experience delivering publishing-grade content across the IT, manufacturing, and BFSI verticals. Much of my career has been spent at the intersection of technical information and public audiences. I have worked in fast-paced marketing communication environments too. I edit scientific publications for environmental conservation organizations. I have led editorial governance and mentored teams of content writers and editors, while establishing editorial quality frameworks that reduce rework.

In my most recent role, I was the custodian of the content quality across deliverables. I handled large volumes of editing under tight deadlines, while training young writers on the job and establishing editing workflows. As the owner of the editorial enrichment of a custom AI editing tool, I embedded editing logic and content quality standards into it. I view AI with skepticism. However, I have trained young AI-native writers to work with it wisely, while upholding the importance of human editorial rigor.

My editorial instinct always favors clarity and directness over flamboyance. A defining strength of my practice is the command of referencing style guides and English variants. I am known for my ability to rewrite complex technical content into clear and simple words, for global or local audiences.

I live in Chennai and am currently pursuing an MA in Women's and Gender Studies.

Core Strengths

- Editorial Leadership
 - Content workflow governance
 - Quality frameworks
 - Style-guide stewardship
 - AI-integrated editing
 - Team mentoring
 - Review streamlining
- Corporate Communications & Marketing
 - Messaging strategy
 - Campaign and event collateral
 - Video concept and scripting
 - Client relationship management
- Technical Editing & Documentation
 - Training manuals
 - User guides and FAQs
 - Walkthrough videos
 - RFPs, whitepapers, and eBooks
- Language, Style, & Readability
 - American and British English
 - Business English training
 - Bias-free communications
 - Referencing style guides
 - Flesch-Kincaid grading
 - Audience-appropriate prose
- Environmental & Science Communication
 - Portal content
 - Scientific paper co-authoring
 - Book editing
 - Biodiversity documentation
 - Citizen science engagement content

The Journey So Far

Toss the Coin

Editor/Marketing Partner (Feb 2024-May 2026)

- Managed content quality across client engagements
- Established editorial checklists and workflows
- Mentored and reviewed a team of content writers, improving draft-to-publish speed and consistency
- Edited long-form deliverables
- Wrote video scripts for explainers and campaign collaterals
- Worked as client partner for three gov-tech organizations

Foundation for Ecological Security (FES)

Communication Consultant (2021-2022)

- Authored and refined content for the Indian Biodiversity Information System (IBIS) portal and related knowledge products
- Created user manual and help content for the Integrated Forest Management Toolbox (IFMT) app, designed for the forest departments of Indian states
- Produced concise policy summaries, donor reports, and outreach campaigns

Editorial Consultant (2018-2024)

- Provided content and editorial consulting services for various biodiversity protection campaigns
- Created marketing content for several startups
- Delivered website copy, press releases, fundraising and outreach collateral, and research manuscript editing for academic authors and research institutions
- Worked with experts (SMEs) to convert technical content into audience-appropriate communications

Fidelity Information Services (FIS)

Senior Technical Writer (2016-2018)

- Produced product documentation and periodic release notes for this BFSI IT major
- Collaborated with development and QA teams to verify accuracy
- Authored user guides and internal knowledge articles, and maintained documentation templates and style standards across product suites
- Translated technical requirements into clear consumer communications

Care Earth Trust

Editor, Book (2016-2017)

Edited and co-authored *'The Western Ghats of Tamil Nadu'*, consolidating multi-disciplinary research papers into a simple handbook for policymakers and forest department staff

Cognizant Technology Solutions

Senior Technical Communicator (2010-2015)

- Edited technical documents (user manuals, whitepapers, POVs) and marketing collateral for the Content Team and the Global Technology Office
- Led and mentored a team of writers and editors; supported the hiring of editors
- Improved readability scores and Flesch-Kincaid grade levels across technical content
- Designed training on clarity in writing, bias-free language, and the nuances of business English
- Worked with writers to maintain editorial consistency across the Content team's deliverables

Kumaran Systems

Consultant, Corporate Communications (2009)

- Rebuilt and rewrote this IT company's outdated corporate portal
- Collated and edited content across departments to reflect their full range of IT services
- Created whitepapers and blog articles to support marketing positioning
- Edited and restyled the new portal for consistency and brand alignment

Standard Chartered Bank

Associate Manager - Corporate Affairs, Scope International (2007-2008)

- Managed internal corporate communications including intranet content, internal publications, and communiqués
- Ensured that all communications and collaterals adhered strictly to the Standard Chartered brand guidelines
- Conceptualized and edited audio-video presentations for different units of the company
- Served as HIV Champion, conducting monthly induction training sessions for new joiners on the Bank's HIV & AIDS awareness programs

Sify eLearning

Editor/Technical Communicator (2005-2007)

- Learned the fundamentals of technical writing and instructional design at this IT and ITES company
- Wrote elearning courses for Sify's clientele: Microsoft, Cisco, and UNDP
- Edited elearning content and created technical user manuals
- Developed internal training materials on general editing standards and grammar
- Trained other writers and myself on the Microsoft Manual of Style for Technical Publications (MSTP) and the Cisco Style Guide

Animation Reporter

Editor (2003-2004)

- Planned issues and wrote and edited content for the animation industry magazine
- Liaised with contributors and animation production houses (Sony, Disney, and Pixar)
- Coordinated a team of designers to roll out editions of the magazine for two years

Ability Foundation

Assistant Editor (2003)

- Wrote and edited content for outreach campaigns and the disability rights awareness magazine of Ability
- Supported communications for disability rights advocacy and inclusion programs of this cross-disability organization

Median Corporate Communications

Corporate Communications Consultant (2002-2003)

- Wrote and designed brand strategies for the corporate clients of this marketing agency
- Created content for websites, in-house newsletters, product manuals, and press releases
- Worked with senior writers (my mentors) to build my writing skills across formats
- Wrote book reviews and full-page business features in The Business Standard and The Business Line (national business dailies of India)

City Mag

Reporter (2001)

- Covered news and features for this start-up weekly tabloid
- Interviewed renowned writers and doyens of the performing arts
- Investigated and reported on a child trafficking nexus based in Chennai
- Built foundational reporting and editorial skills that shaped my career in mass communication

The Hindu (India's National Newspaper)

Intern (2000-2001)

Completed an internship in the Reporting and Editing sections, which prepared me for a writing career and helping me identify my strengths and weaknesses

My Background

- MA in Women and Gender Studies, IGNOU (Indira Gandhi National Open University, India) – Ongoing
- PG Diploma in Journalism, Public Relations & Mass Communication
Madras Christian College (Madras University) – 2000-2001, 1st rank
- BA English Language & Literature (Mahatma Gandhi University) – 1997-2000, 1st rank/gold medalist

Other Capabilities: At a Glance

Skill	Expertise
Marketing	Messaging Campaign collateral Client stakeholder management
Gender & legal compliance	Awareness of Indian legal mandates Practical grievance redressal
Creative Writing	Poetry Fiction writing Avid reader
Languages Known	Malayalam, English, and Hindi (Professional fluency) Bengali and Tamil (Spoken fluency)

My Avocations

- Documentation volunteer for campaigns educating the public and media about the effects of industrial pollution of air, land, and water
- Volunteer for biodiversity conservation projects
- Member of the Management Committee, The Other Media (2019-2024), a Chennai-based environmental justice NGO

References

References are available on my LinkedIn page. Click [Recommendations](#) to read them.

I will be glad to share more on request.