

Contact

me.parikh@gmail.com

www.linkedin.com/in/mayurparikh
(LinkedIn)

www.mayurparikh.com (Personal)

www.youtube.com/@mayurparikh
(Personal)

Top Skills

Election Analysis / Campaign
Strategies

PR / Media Relations

Digital Strategy

Languages

Gujarati

Hindi

English

Marathi

Certifications

Google News Initiative Digital
Growth Program

The Fundamentals of Digital
Marketing

Reporting on Business in a Global
World

Creator Academy

Meta 410-101 Exam. Facebook &
Instagram Ads.

Honors-Awards

Best Story Of The Year

Certificate of Excellence

Certificate of Excellence

10 Glorious Years of Service

'Shaurya Patra'

Dr. Mayur Parikh

Media Consultant & Journalist | Storyteller | Election & Research
Analyst | Digital Creator

Mumbai, Maharashtra, India

Summary

From the bustling newsrooms of Alpha Gujarati to the prime-time studios of Zee, Star News, and ABP, my journey in journalism began more than 25 years ago. I've reported from the ground zero of 26 elections, covered the Reserve Bank of India for half a decade, and told stories from 14 states and 2 countries. Whether it was natural calamities, insurgencies, or festivals that united millions, I've had the privilege of bringing India's biggest stories to its people.

But journalism was never just about headlines for me—it was about connecting dots, uncovering realities, and creating narratives that matter. That mindset shaped my evolution into a media consultant and strategist, where today I help governments, corporates, and individuals build campaigns that don't just make noise but create impact.

As editor of a Gujarati digital news portal (News Continuous) and founder of multiple media ventures, I now blend my experience in TV journalism with data-driven research, PR, and digital storytelling. From surveys and strategy to media consulting and content creation, my work is rooted in one belief: insights should lead to action, and stories should drive results.

I've always thrived at the intersection of journalism and strategy—where creativity meets analysis, and where communication can spark change.

Specialties include:

- > Creative & strategic thinking in complex, ambiguous situations
- > Packaging ideas into compelling stories with strong news sense
- > Research, data analysis, and ground surveys
- > Media & PR consulting across government, corporate, and individual campaigns

-> Collaborative leadership across verticals

Experience

News Continuous

Editor in Chief

November 2017 - Present (7 years 11 months)

Mumbai, Maharashtra, India

Talks about #News #Analysis, #Journalist, #Mediarelations,
#CampaignManagement, #PoliticalCampaigns #SocialMedia #Research
#Surveys

Ex: ABP News

Media Consultant & Journalist

November 2017 - Present (7 years 11 months)

Mumbai, Maharashtra, India

Talks about #News #Analysis, #Journalist, #Mediarelations,
#CampaignManagement, #PoliticalCampaigns #SocialMedia #Research
#Surveys

ABP News Network pvt Ltd

Principal Correspondent

November 2005 - October 2017 (12 years)

Mumbai Area, India

Reporting, Production, Editorial

Zee News

Senior Correspondent

December 2003 - November 2005 (2 years)

Reporting, Anchoring, Editorial, Production, Scripting, Voice-Over

Alpha Gujarati News Channel

Assistant Producer, News Reader

December 2000 - November 2003 (3 years)

News Reader, Assistant Producer, Voice-Over

All India Radio

Casual Speaker

January 1998 - December 2000 (3 years)

Mumbai

Casual Speaker

Education

University of Mumbai

Doctor of Philosophy - PhD, Communication, Journalism, and Related Programs · (February 2023)

University of Pune

Master's Degree, Defence & Strategic Studies · (2009)

University of Mumbai

Bachelor's Degree, LLB Special with criminology · (2005)

University of Mumbai

Bachelor's Degree, Business/Commerce, General · (2001)

Harkisan Mehta Institute of Media, Research and Analysis

Diploma in Journalism · (2000)