

ZENIA BARIA

Senior Associate Producer, CNBC-TV18

PROFILE

A dynamic media professional with 6+ years of experience across business journalism, on-camera reporting, and digital content production. Known for conducting high-profile celeb interviews, including an exclusive with Mukesh Ambani, and anchoring the show 'Second Wind'. Equally skilled in field reporting, explainer content, and social-first storytelling.

KEY HIGHLIGHTS

Exclusive Interview – Mukesh Ambani

Conducted an exclusive one-on-one with Mukesh Ambani, Nita Ambani & Isha Ambani for CNBC-TV18 on the launch of Jio World Plaza in Mumbai.

Anchor & Host Digital-first show: Second Wind

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On-Ground Coverage – Apple BKC Mega Launch

Led live field reporting for CNBC-TV18's on-ground coverage of the Apple BKC flagship store launch in Mumbai.

Cross-Platform Content Lead

Contribute to CNBC-TV18's social-first video content strategy alongside broadcast responsibilities, anchoring reels, explainers, and short stories to drive consistent audience growth.

WORK EXPERIENCE

CNBC-TV18

2022-Present

Senior Associate Producer

- Anchored and reported on-camera segments covering business, finance, food, travel, tech, and culture.
- Researched, scripted, and produced explainer videos for a digital-first audience.
- Managed social media content strategy for CNBC-TV18's digital platforms.
- Created short-form video content, reels, and stories, with a strong focus on engagement and reach.
- Actively contribute to Future. Female. Forward: The Women's Collective, CNBC-TV18's editorial initiative, which focuses on driving conversations around gender parity.

Times Network (ET NOW)

Sep 2021 – Nov 2022

Copyeditor & Digital Content Creator

- Managed and produced content for ET Now's social media platforms with a focus on business and financial news.
- Developed and implemented content strategies to enhance SEO and user engagement across digital properties.

Ernst & Young India (EY)

Sep 2021 – Nov 2022

Consultant – Corporate Tax

- Ensured client compliance and represented clients in tax assessments.
- Assisted in proposal preparation, advisory services, and tax due diligence and building a strong foundation in financial and corporate reporting.

CONTACT

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[Zenia Baria – LinkedIn](#)

Mumbai, India

EDUCATION

BCom (BAF)

Accounting & Finance

University of Mumbai

2014 – 2017

EXPERTISE

On-Camera Reporting

Anchoring & Broadcasting

Business & Finance
Journalism

Celebrity Interviews

Field Reporting

Video Production

Scriptwriting

Social Media Management

Content Strategy

SEO Optimisation

Adobe Premiere Pro

Avid

Canva

VMix