**MELITA PINTO**

Mobile No.: 9892542063

Email: [mg\_pinto@rediffmail.com](mailto:mg_pinto@rediffmail.com)

# **Academic Qualification:**

* **PG Diploma in Journalism and Mass Communication** from KC College of Management Studies with First Class in 2010
* **LLB** from New Law College (Mumbai University) in 2004
* **BCom** from NM College (Mumbai University) with 72% marks in 2001
* **HSC** from NM College (Maharashtra State Board) with 77% marks in 1998
* **SSC** from St Charles High School (Maharashtra State Board) with 83% marks in 1996

# **Computer Certification:**

* **Swift Course** in computing from NIIT in 2001

**Languages Known:**

English, Hindi, Marathi, Konkani

**Work Experience:**

* **HDFC Life September 2014 – Present**

**Manager L&D - HR (Content management & communication consulting)**

* Content creation for online media, mobility platforms, communication portals, digital resource bases, and various organisational communication such as letters, messages, mailers, announcements, marketing, claims, certifications, blogs, applications, forms etc.
* Content analysis and research, creation of content outlines and design documents, innovation and enhancement of existing designs, creative improvements and updates of existing content
* Development of structure and content for online, mobile and instructor driven learning items for channels, products, compliance, systems, simulations, change management and other trainings
* Creation of guides, PPT decks, resources, nuggets, evaluation blueprints and assessment banks; authoring of content/storyboards using software such as Word, PowerPoint, Articulate Storyline and Pedagogue
* Editing and review of content, visual design, integrated assets, and setting standards and guidelines for production
* Adherence to hygiene and quality standards, organizational processes for project development, sign-offs and uploads, maintenance and updating of all project repositories, organized execution and timely delivery
* Co-ordination and knowledge sharing with cross functional teams, liaisoning with internal and external stakeholders, process owners and channel partners for production, customization, testing, pilots and uploads
* **Tata Interactive Systems March 2011 – September 2014**

**Executive - Lead Writer (Content analysis, design, development and review)**

* Content development for domestic and foreign clients in sectors including banking, manufacturing, communication, marketing, retail, finance, compliance and accounting
* Editing and review of content for accuracy, uniformity, compliance with guidelines and processes; copy editing, language reviews, and reviews for grammar, spelling, punctuation, standards and style
* Analysis of raw content, research and compiling of content, creation of outline and design documents, defining content objectives and overview, scrutinizing templates, guidelines and standards, presenting data according to specifications
* Authoring storyboards using MS Word, PowerPoint and internal authoring tools for creation of web-based, instructor-led and enterprise application training, participant and facilitator guides, quick reference guides, simulations, paper-based self study, interactivities, case studies and summaries
* Collaborating with various functions, reporting status, knowledge sharing, providing inputs and guidance to the team for efficient production, communicating with subject matter experts, updating and circulating information
* Accepting review feedback, revision of content and correction of errors, documenting and closure, follow up to ensure resolution of concerns and completion of deliverables on the agreed dates
* **Firdosh & Co. October 2007 – March 2011**

**Associate (Documentation, content generation, publishing)**

* Documentation, writing, editing, correspondence, content management, compiling data, legal drafting, creating content for the web
* Preparing subject related notes, articles, presentations, papers and books including Conflict Resolution through Mediation (Book),

Alternative Dispute Resolution Modes, Skills and Techniques, Mediation in India (Papers) etc.

* Preparing and editing presentations, circulars, brochures, letters, advertisements, and forms for training programmes, recording minutes, analysis and presentation, organization and co-ordination of various programmes, activities and distance learning
* **S.D. Puri & Associates July 2004 - October 2007**

**Associate (Content management for publishing and website)**

* Content development, writing, editing, documentation, proofreading, indexing, research and analysis, compiling data, identification of topics for publication, updating editions, creating website content, legal drafting, preparing case studies and summaries
* Preparation of various books, treatises, articles, bare acts and commentaries including volumes on: Management Forms and Precedents, Practice & Procedure, Guides to The Employees Provident Fund Act, Payment of Gratuity Act, Factories Act, Contract Labour Act and Rules and Treatise on Industrial Disputes Act (3 volumes)
* Working collaboratively with a team, instructing, directing and synchronizing the work of team members to conform to set guidelines and standards of the department