



RESHMA UDAY KUMAR

Head & Assistant Professor

PROFILE

Accomplished, skilled and enthusiastic media professional and assistant professor with a solid background in media education as well as television Journalism and production.

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ADDRESS

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OBJECTIVE

Teaching is my core competency, my goal is to employ my creative thinking abilities and video production skills to produce innovative outputs that contribute to the overall development of my organization .In the process, I also intend to unleash my unbound creativity and stimulate my professional Growth, while helping other students achieve the same results.

EDUCATION

Masters In Journalism (MCJ)

(Masters in Communication and Journalism)–SDM college , autonomous Ujire | May-2011 |

Mangalore|Mangalore University

Subjects: Print Media | Television | Radio | Advertising |Broadcasting Technologies |Film Studies | Digital Media | Media Laws | Research Methodology

Bachelor of Arts –(History , economics , political science) – Distinction

April-2008 | Mangalore | Mangalore University

Pre-University (Std 12th) Arts (HEPS)- Distinction

May-2005 |, Mangalore | Mangalore University

Subjects: History | Economics | Political Science | Sociology

WORK EXPERIENCE (SUMMARY)

- 09 Years (Alva's Education Foundation) **UG studies in journalism** (Full time- **Still working**)
- Guest Faculty of **MA in Journalism**, Alva's College

(Taught students from both Undergraduate and Postgraduate departments, subjects included Communication , Advertising, Feature writing, Reporting , Editing Media Laws, TV Production, Radio, New Media, Open elective all subjects)

- Guest faculty for **Animation & VFX**, Alva's college , Moodubidire

Took up the classes B.Sc animation. Subjects
Taught as per Mangalore University syllabus.

ADMINISTRATIVE EXPERIENCE (SUMMARY)

- Faculty Advisor ,Dept of Journalism Alva's College
- **BoS** Member ,Dept Of Journalism , Mangalore University (2017 to Till Date)
- **BoE** Member Dept Of Journalism , Mangalore University (2017

LANGUAGES KNOWN

English | Tulu | Kannada
|Hindi | Tamil | Telugu

SOFTWARE PROFICIENCY/TECHNICAL SKILL

Video and Audio Editing:

| Adobe Premiere Pro |
Pinnacle Studio | Cool Edit

Graphic Designing:

Adobe Photoshop

Pagination:

Adobe InDesign

Other Softwares:

Nudi, Microsoft Office Suite
(PowerPoint, Word, Excel)

Technical Skill:

Camera Handling,
Videography.

HOBBIES

-Watching all genres of Films
-Writing,
-Reading Books
-Dancing & Singing
-Gardening
-Cooking

CORE COMPETENCIES

- conceptualizing, script writing, shooting and video editing
- Proficient in both online and traditional broadcast
- Complete broadcast Production – Scripting, News writing, Radio features

STRENGTHS

- University Examination Journalism Subject Question Paper Setter (2017 to Till Date)
- University Examination B.sc in Vfx Subject Question Paper Setter since from 2021 onwards
- External Viva Examiner at in **Reva University**, Bangalore for media studies paper since 2022 onwards
- External Question Paper setter of Media studies in **Reva University , Bangalore** since from 2022 onwards
- External Viva Practical examiner of Media studies in **NITTE Deemed university Mangalore** since 2022 onwards

ACADEMIC CONTRIBUTION & RESPONSIBILITIES

- **Assistant Media Relation Officer** of the college
- Worked in Media Committee of Alva's Mega Events like Alva's Nudisiri, Alva's Virasath and Alva's Sports Meet etc and all Foundation Activities
- **Coordinator** of all Media fest
- **Coordinator** of Dept documentaries Project
- Worked in committee during college internal programs.
- **Coordinator** of Photography Forum & certificate course
- Documentation of college activities (Photo and Video)
- **Branding** of college works
- **Member** of Swaroopa Annual College Magazine Team.
- Member of NAAC Committee.
- **Editor** of Departmental Publications& productions **Like Sudi Mane, Alva's Mirror and Alva's Madhyama , Alva's Vision, Alva's Mridham – An Audio series of Achievers (Alva's dynamo's , Pinnacle performer)**
- **Editor of Alva's Mridham – A podcast**
- Serving as **Academic advisor & mentorship**
- **Editor** of departmental Podcast
- **Coordinator** of Social media page of Alva's degree college
- **Admission promotion work** of all courses – Making regular common posters , Testimonials , course wise posters
- **Editor** of Uploading posters in colleges official pages
- Handling Departmental and college official pages Instagram, Youtube FB, Google podcast & Gmail Ids
- **Coordinator** of Research committee of Humanities stream
- **Editor of Alva's Prism (Reflection of truth)news segment**
- **Conducted** PR campaign in nearby schools as a part of extension activity along with the help of journalism students

RESEARCH PAPERS / PUBLICATIONS

- Presented a paper in the National Seminar on the topic **“Legislative Privileges and Contempt of Legislature”** at Karnataka University Dharwad
- Presented a paper in the National Seminar on the topic **“ Development Reporting- Attempts made in India- An**

- I firmly believe in the concept of team work
- Fast learner ability to pick up any subject in short period
- I have the ability to come up with creative and innovative solutions and ideas
- I love to take on new Challenges. I have the ability to come up with creative and innovative solutions and ideas.
- I possesses excellent communication and interpersonal skills

SPECIALIZATION:

- Reporting ,Feature Writing
- Basic of computer applications
- Photo journalism
- Media Law & Management,
- Advertising Practice & Public Relation
- Community And Media, Social Media Studies
- Citizen Journalism
- Environmental Journalism
- Broadcast journalism

SKILL SETS

- Knowledge in handling camera, Efficient writing skills that help in scripting

- Presented a paper in the National Seminar on the topic “**An overview of New Media and E-governance**” at Karnataka University Dharwad
- Presented a paper in the national seminar on the topic “**Impact of Social media on Youth**” at S.D.M college Ujire and publication of the same(ISBN: 978-81-926593-0-5
- Presented a paper in the National Seminar on the topic “**Investigative Reporting**” at Christ University Bangalore
- Presented a paper in the National Seminar on the topic “**Use of Media in Education-a case study of Manipal University**”at Sahyadri Arts college Shimoga
- Presented a paper in the National Seminar on the topic “**Use of Media in Education-a case study of Manipal University**”at Sahyadri Arts college Shimoga
- Presented a paper in the National Seminar on “**Impact of Paid news over Media – A case study of local news channels**” held at St. Aloysius College Mangalore on 16th and 17th January 2015
- Presented a paper in the National Seminar on “**Portrayal of Women in Reality Show on television- A case study of DID Super Moms**” held at Mangalore University on 22nd and 23rd January. 2016
- Presented a paper in the National Seminar on “**New Media usage on high school students**” held at Nitte Institute of Communication Nitte University on 9th march 2017
- Presented a paper in the National Seminar on “**Role of Films in present scenario - A case study of Hindi Films**” held at Alva’s College Moodbidri on 25th February 2017
- Presented a paper in the International Seminar on “**Environment Advocacy: An analysis of Nethravathi River diversion Project a case study of Udayavani Newspaper**” held at School of Communication Manipal on 17th and 18th March 2017.
- Presented a paper in the National Seminar on “**An impact of social media education on youths : An Interpretative study of students and teachers perspective**” held at Golden Jubilee celebrations of University of Calicut Organized by Dept of JMC on 20,21&22 March 2018
- Presented a paper in the National Conference on “**Folk art as a Medium of Communication : Kamsale – a case study**” held at University college of Arts ,Tumkur University Organized by Dept of JMC on 28th March 2018
- Presented a paper in the National Conference on”Proliferation of OTTapps in india : An empirical Studyof OTT apps its impact on college students “(Best research paper in Professor category award)jyothi nivas college, Bangalore National 16th January 2020 **International Journal of Research and Analytical reviews (IJAR)**E-ISSN 2348-1269,P-ISSN2349-5138(UGC

for promos, PR / ad campaigns and radio programs.

- Mastered all types of editing software to create films, documentaries, audio bytes and promotional material
- Proficient in the use of page layout software to design for Newspapers, magazines etc.
- Experience in designing and invitation, posters making
- Practical knowledge of radio & TV production techniques.

REFERENCES **(EDUCATIONAL)**

Dr. Bhaskar Hegde
Professor Dept of PG Studies in Journalism
919448911926

Dr. Moulya Baladi
Chairman , Amritha Vishwa Vidyapeetham
Dept .of Visual Communication
Mysuru campus
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- Presented a paper on International Seminar on “**Impact of digitalization & visual communication on education : A case study of college students**”(**Best paper in professor category**) TMV Pune Mumbai on 22 ,23 24th January 2020
- Presented a paper on International conference on “**Availability of traditional medicinal system and usage A case study of Mangalore**” at Alva’s College organized by PG &UG studies in Journalism on 28th& 29th February 2020
- Presented a paper on International conference on “**Sustainability on menstrual hygiene product choice by teenagers: An empirical study** ”” at Alva’s College organized by PG &UG studies in Journalism on 28th& 29th February 2020
- ePresented a paper on International conference on “**Impact of social awareness ads screened in movie theatres on audience** “at Alva’s College organized by PG &UG studies in Journalism on 28th& 29th February 2020
- Presented a paper on International conference on “**Environmental laws ,conflict between people and wildlife**”at Alva’s College organized by PG &UG studies in Journalism on 28th& 29th February
- Presented a paper on International conference on “**work life balance of women in education sector :A study at private college in Mangalore**” at Alva’s College organized by PG &UG studies in Journalism on 28th & 29th February 2020
- Presented a paper on International conference on **Disposal of menstrual products :A case study of college students**” at Alva’s College organized by PG &UG studies in Journalism on 28th& 29th February 2020
- Presented Research paper through virtually at in 4th Media Conclave 2020 Utkal University Odisha on November 22 2020 , On the topic “**The Role of PSA ‘s in community Radio stations of Karnataka in Achieving Polio Eradication**” ISBN: 978-93-5437-280-3 Journal publication.
- Presented a paper in the International Seminar Through Virtually on “**Role of Social Media in Creating Awareness for Social Change during Covid Pandemic**” held at MAHE Dubai on January 18th 2021
- Presented Research paper in national seminar through virtually on “**Public opinion on Indian media in creating sensational news on show business with special reference to film and fashion Industry** “ held at Jyothi nivas college Bangalore on 19th february 2021

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CONSULTANCY

- Designed Inter departmental and College admission and other programme posters & invitation
- Made an script and translation for govt project on the topics environmental protection, drinking water & irrigation, health sector, women & child welfare, Clean Bellary of Bellary district.

OTHER ADMINISTRATIVE WORK

- Media Relation Officer for the college
- Staff Member of Rostrum-Speakers club
- In charge of college admission and posters making
- Handling whatsapp panel bulk message service
- Documentation of photographs and videos for NAAC purpose
- In-charge of the official social media page of the college

AWARDS AND RECOGNITION

- Received **Best Research paper in professor category award** at in National conference held at Jyothi nivas college Bangalore , on 16th January 2020
- Received **Best Research paper in professor category award** at in International level held at TMA Pune Mumbai on 23rd January 2020.

Participation

- ✓ Attended and completed **UGC-Sponsored Online Refresher Course** in Media Studies organized by Human Resource Development Centre and Bharathidasan University, Thiruchirappalli held from 12.03.2021 to 25.03.2021
- ✓ .Attended 6 Faculty Development Programmes
- ✓ Attended more than 50 National and International webinars organized by various colleges
- ✓ Participated in International conference on Media and climate Changes held on Feb 28 and 29, 2020 at Alva's College, Moodbidri.
- ✓ Attended more than 25 International/National /State level seminars, workshops and Conference organized by various colleges.

STATUTORY DECLARATION

I hereby declare that the above-mentioned particulars are true and correct to the best of my knowledge and belief and in case of any information being found false or incorrect, my candidature

will be liable for cancellation/review.

Location: Mangalore

Full Name of Candidate with Signature:



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