

MAHESH KRISHNAN M

PERSONAL DATA:

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OBJECTIVE:

To use my skills as a copywriter and be part of a team where I can be directly involved in creation and strategic presentation of content, with a view to yield desirable results for the client.

WORK EXPERIENCE:

TANSHIKII TECHNOLOGIES

October 2011 to September 2012 (1 year)

Post: Content Developer

The role involved working with the inputs given by various clients, devising a proper promotion plan to cater to both the short-term and long-term goals. Content creation for outdoor as well as indoor promotions, the role required an understanding of the influence and reach of each medium. Short crispy catchphrases for the newspapers, descriptive leaflet and brochure content for handout purposes, elegant yet simple content for websites, were delivered on a regular basis.

ACADEMIC QUALIFICATIONS:

Q u a l i f i c a t i o n	Period of Study	Board/ University	Score
Masters in Journalism and Mass Communication(MJMC)	2 0 1 3 - 2 0 1 5	Amrita School of Arts And Sciences, Kochi	8.1 GPA
Bachelor of Commerce Degree	2 0 1 0 - 2 0 1 2	K e r a l a U n i v e r s i t y	57%
Higher Secondary Education(Aissce)	2 0 0 7 - 2 0 0 9	Christ Nagar School	70%
X t h S t a n d a r d – I C S E	2 0 0 7	Christ Nagar School	84%

PRACTICAL EXPERIENCE:

- Internship as Digital Content creator at Monsoon Media, an online news portal, for a period of one month- Working as part of an online media gave direct access to understanding how content creation, both for direct presentation and also for visual depictions, are driving forces for online medium.
- Internship as Copywriter for a period of one month at Tight Frames, an advertising and branding agency based in Ernakulam- Working as a copywriter, gave direct understanding of the workflow.
- Official Photographer for Bamboo Fest 2015, an annual event conducted by the Bamboo Board of Kerala, at Marine Drive, Ernakulam. Among the many dignitaries who attended the event were K.V.Thomas, C.P. John and Dominic Presentation.
- Worked As Freelance Content writer for firms like Glitz, Fog Resorts, Sanafi packaged drinking water, Gas Safety Device etc.

PAPERS PRESENTED:

Research conducted and paper published on “The Style of Nolan: Analysis of the Batman Trilogy” in an online journal Research Publish, April-June issue:

<http://www.researchpublish.com/journal/IJSSHR/Issue-2-April-2015-June-2015/45>

JOB ORIENTED WORKSHOPS & TRAINING PROGRAMMES

- Attended numerous workshops on Science Communication, Defence reporting and the various journalism segments conducted by noted journalists
- Attended numerous workshops on Film-making, Photography, Cinematography and many other facets of film-making conducted by noted film personalities
- Attended three day workshop on Advertising by the late Shankaran Namboothiri Sir and conducted the presentation at the concluding ceremony

ACHIEVEMENTS & ACCOMPLISHMENTS

- Was part of the team that won third Price for the quiz competition conducted as part of Vidyamritham.
- Won third prize for chess competition conducted at Amrita School of Arts and Sciences

PROJECTS AT COLLEGE

Title: Thayyareduppu

Description: As part of the MJMC course, a short film titled “Thayyareduppu” was scripted and directed. Every process of film-making was followed starting from scripting until the final editing. The project was screened at the college short film festival

Title: Malakha

Description: A short film was made for Amrita College of Nursing titled “Malakha”, to create awareness about the role and efforts undertaken by nurses, particularly working in the psychiatric department. The film was screened at various events conducted by Amrita Vishwa Vidyapeetham.

MINI-PROJECT AT COLLEGE

Title: Documentary on Water Plant at Amrita School of Arts and Sciences

Description: A documentary was done about the water plant which has been set up at Amrita School of Arts and Sciences and how water is brought in from as far as Aluva.

Title: Documentary on the Brahmasthanolsavam

Description: A documentary was done on the behind the scene activities of Brahmasthanolsavam with a special focus on the many volunteers who are involved in cooking food for the huge number of followers who flock for the annual event.

SEMINAR

Title: Dangers of Drunken Driving

Description: As part of the Road safety week conducted by the Ernakulam RTO, a seminar was undertaken by myself on the dangers of driving under the influence of alcohol, at Naipunya School of Management ,Cherthala. Among the many dignitaries were RishirajSingh,ADGP.

LANGUAGE PROFICIENCY

- English, Malayalam(Read, Write and Speak)