

Saalim Ziauddeen

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Education:

MA English (2006-08), First Class, St Joseph's College, Bangalore.

BA Psychology, Sociology and English (2003-06), First Class, Christ College, Bangalore.

Work experience

Senior Content Writer, iM Solutions (Bangalore) 6 April, 2016 to present.

- 1) Wrote articles for Search Engine Optimization and for Online Reputation Management.
- 2) Wrote website content for real estate websites and prototype restaurant websites.
- 3) Wrote tag lines for real estate projects and companies.
- 4) Proofread and edited website content.
- 5) Extensive research on advertising, advertising agencies and copywriting.
- 6) Extensive research on the Indian Real Estate industry.
- 7) Research on Big Data and correlations.

Media Associate, Prime Focus Technologies (Bangalore) October 20, 2014 to December 14, 2015

Warner Brothers closed captioning process

Quality Control level 1: 15 Oct 2014 to 13 May 2015

Transcribing, syncing captions and conforming to guidelines for Warner Brothers movies and TV shows. Also worked on content from IFC films and Mar Vista Entertainment.

Quality Control level 2: 14 May 2015 to 3 November 2015

Checking files worked on by QC1s. Checking for content, punctuation, spelling, guidelines and sync. Redoing work if required and raising the standard of the work.

Quality Control level 3: 4 November 2015 to 14 December 2015

Preparing files for delivery to the clients.

Staff writer, Progressive Media (Hyderabad) June 23, 2010 to May 13, 2011

- 1) As a member of the New Statesman Comments Plus team (<http://www.newstatesman.com/>), summarized opinion pieces from British newspapers and uploaded them on the website using a content management system.
- 2) Edited summaries written by colleagues.
- 3) As coordinator of the summaries team, allocated work to the team and ensured that deadlines were met.
- 4) Compiled a daily batch of business news from websites owned by the same company.
- 5) Compiled a list of journalism jobs in the UK every working day for The Press Gazette (<http://www.pressgazette.co.uk>)
- 6) Wrote automotive (<http://www.automotive-business-review.com/>), logistics (<http://www.logistics-business-review.com/>) and airport news.
- 7) Wrote and updated roadway (<http://www.roadtraffic-technology.com/>) and airport projects

(<http://www.airport-technology.com/>) for the SPG Media Group (<http://www.spgmedia.com/>).

Customer Care Executive, Landmark, Forum Mall, Bangalore October 26, 2009 to June 19, 2010

- 1) Handled the “Books in the news” notice board. Put up newspaper articles on authors and newspaper reviews of books.
- 2) Interacted with customers in person, online and on the phone.
- 3) Handled customer orders which meant arranging to have books shipped from publishers and other stores across the country.
- 4) Trained new recruits in product knowledge.

Skills

Reading skills

- 1) Read quickly and look up meanings in the dictionary (<http://www.oxforddictionaries.com/> for the UK and <http://www.merriam-webster.com/> for the US) if required. Don’t overlook words just because they are familiar.
- 2) Spot errors: punctuation, grammatical, structural, idiomatic and spelling; ethical lapses
- 3) Keep going even if the going is slow or difficult
- 4) Summarizing long articles and op-eds
- 5) Acceptance of authoritative sources of usage (Fowler’s Modern English Usage) and grammar.

Editing skills

- 1) Changes made to words and usage are authentic.
- 2) Use simple words instead of complicated ones
- 3) Don’t replace words with synonyms and call it editing
- 4) To be sensitive in the headlines
- 5) Avoid puns and bad jokes in headlines
- 6) Aware of the possibility of mistakes when using a template; failure to make all changes
- 7) Don’t reject work outright just because it is unfamiliar.
- 8) High standards of editing.
- 9) Not satisfied with doing a bad job.

Abilities

- 1) Knowing where things are and finding systems for organizing materials.
- 2) Good at selecting, cutting and filing articles from different newspapers and have been doing so for the last ten years.
- 3) To talk to anybody if required.
- 4) To identify with people from poorer backgrounds
- 5) To talk on different subjects
- 6) To work independently without supervision
- 7) To speak and write good English.

Knowledge

- 1) The print media in South India
- 2) Familiarity with British newspapers especially The Guardian and The Daily Telegraph
- 3) Pop music, mostly British, from the 1980s and 1990s
- 4) Sociology and Anthropology
- 5) Syndicated comic strips
- 6) The dangers of food processing and the challenges
- 7) The harmful effects of adulterants, pesticides and fertilizers
- 8) Wildlife extinction
- 9) Environmental pollution and degradation
- 10) Higher education
- 11) The latest books released
- 12) Western Philosophy.

Languages known other than English

Read, write and speak: Hindi and Malayalam
Read and write; speak a little: Kannada and Tamil

Values

1) Commitment to work; no desire to shirk work. 2) Open-mindedness 3) Tolerant to others views 4) Willingness to accept suggestions and corrections 5) Willing to concede what I don't know. 6) Not allowing pride or ego to affect work. 7) Appreciate the work done by others; not to be cynical about it but to look at it critically. 8) Punctuality 9) High moral and ethical standards. 10) Belief in hard work. 11) Concern for others 12) Perfection 13) Adaptability 14) Loyalty 15) Conformity 16) Honesty 17) Creativity 18) Individuality.

Attitude

1) Optimistic 2) Willing to work hard 3) Respect for elders and people in authority 4) Compassion towards everyone 5) Happiness and not resentment at others' success.

References:

Professor Randolph Jacob
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WB closed captioning process
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