


## B Saranya

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## Objective

To utilize my expertise in Tamil language, journalism, and communications to secure a dynamic role that leverages my skills in language consulting, content creation, and cultural expertise, fostering growth, diversity, and cultural exchange while promoting Tamil language and culture.

## Experience

### Tamil Linguistic Consultant

24th Oct - Present

Productive Play House - US

Utilized expertise in Tamil language to support AI language training, focusing on:

- Annotation tasks for machine learning models
- Language evaluation to ensure accuracy and quality
- Linguistic project consultation for high-quality language outputs

Deliverables:

- High-quality Tamil language data for AI training
- Improved accuracy and efficiency of AI language models
- Enhanced language understanding and generation capabilities

### Fictional writer

June 2017 - Present

Tamil Author - Humourist

Prolific Tamil author with a flair for humor, specializing in romantic comedy novels and lighthearted write-ups that entertain and delight readers.

### Tamil Translator Technical

July 2024 - December 2024

OneForma

Language Translation Expertise

- Successfully passed Forma's Advanced Level English to Tamil translation test, demonstrating expertise in technical translation.
- Proven fluency in English and Tamil languages, with strong grammar skills.
- Utilize linguistic expertise to deliver high-quality technical translations from English to Tamil.

### Tamil Language Specialist

Jan 2022 - Till now

Freelance Tamil Translation projects

Translated English to Tamil conversations, and completed freelance projects involving Tamil

language subtitle content writing and proofreading, utilizing Google Live Sheets..

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**Freelance Content creator, Transcreator, Proof Reader**

Jan 2023 - March 2023

Animatics solutions

Utilized creative expertise to deliver transcreation, content writing, and proofreading services for a sticker-making project, ensuring engaging and error-free content.

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**Content producer**

Oct 2008 - Jan 2010

Mercury Networks Production.

Produced engaging content for the popular TV program "Nadandhathu Enna? Kutramum Pinnaniyum", telecast on Star Vijay Television.

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**Reporter**

Sep 2007 - Sep 2008

Sun Tv

Investigated and reported on social issues and crime mysteries for the acclaimed program "Nijam", shedding light on critical concerns and sparking meaningful conversations.

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**Reporter Trainee**

June 2007 - August 2007

Makkal Television

Gained hands-on experience in news reporting, researching and delivering accurate and timely news stories, honing skills in journalism and broadcasting.

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**Reporter Intern**

April 2007 - May 2007

Time Frames Production

Trained in researching, writing, and reporting engaging content, developing skills in storytelling, interviewing, and investigative journalism.

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**Reporter Intern**

May 2006 - June 2006

Dinamalar Newspaper

Gained valuable hands-on experience in journalism, researching and writing articles on various topics, with several publications credited during the internship.

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**Education**

Course / Degree	School / University	Grade / Score	Year
MA - Journalism and Mass communication	University of Madras	First Class	2005-2007
BA English Literature	Govt college (Autonomous), Kumbakonam, Bharathidasan University	First Class	2003-2005
BLIS	Bharathiyar University	Second Class	2020-2022

## Skills

Language Skills 1. Fluent in Tamil (reading, writing, speaking) 2. Strong knowledge of Tamil grammar, syntax, and vocabulary 3. Proficient in English (reading, writing, speaking)

Writing and Editing Skills 1. Creative writing (novels, short stories, articles) 2. Content writing (articles, blogs, social media) 3. Editing (proofreading, copy editing, content editing) 4. Research and fact-checking

Linguistic Skills 1. Language annotation and tagging 2. Language evaluation and testing 3. Language consulting (language advice, language localization) 4. Translation (Tamil to English, English to Tamil)

Media and Journalism Skills 1. Research and investigative skills 2. Interviewing and questioning techniques 3. News writing and reporting 4. Meeting deadlines and working under pressure 5. Fact-checking and verification 6. Understanding of media ethics and standards 7. Content production for Tamil television

Technical Skills 1. Microsoft Office (Word, Excel, PowerPoint) 2. Google Suite (Docs, Sheets, Slides) 3. Language editing software (e.g., Grammarly, Language Tool) 4. Familiarity with content management systems (CMS)

Soft Skills 1. Strong communication and interpersonal skills 2. Attention to detail and analytical skills 3. Ability to work independently and as part of a team 4. Time management and organizational skills

Other Relevant Skills 1. Deep understanding of Tamil literature, culture, and traditions 2. Proficient in creating engaging online content, with experience in social media platforms, including Facebook, Twitter, Instagram, and YouTube.

Communication Skills - Tamil: Fluent (speaking, reading, writing) - English: Proficient (speaking, reading, writing) - Hindi: Proficient (speaking)

## Projects

### Public Relations and Social Media Marketing

Project: Public Relations and Social Media Marketing for MS Publication

Duration: Chennai Book Fair, 2021

Key Responsibilities:

- Developed and executed effective PR and social media strategies to promote MS Publication books
- Created engaging content for social media platforms, increasing online visibility and driving sales
- Successfully implemented campaigns that resulted in significant book sales growth

Skills Utilized:

- Public Relations
- Social Media Marketing
- Content Creation

- Campaign Strategy
- Sales Promotion

## Languages

Tamil

English

Hindi (communication ability)