

RAMESH VADAKKEKARA VELAYUDHAN

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KEY SKILLS

Content development and translation
Marketing Communications
Strategic Communication development
Corporate Communications & PR
Digital Media Marketing
Social Media management
Digital Ad Operations
Integrated Media Planning & Buying
Negotiation Skills

TOTAL EXPERIENCE : 15 YEARS

MAJOR RECENT CLIENTS & INDUSTRY

Banking:

Standard Chartered Bank
Bank of Bahrain & Kuwait
Bank Muscat International
Ithmaar Bank
Kuwait Finance House

Automotive:

National Motor Company
Carat GM Brands Chevrolet,
GMC & Cadillac
Zayani Motors
Nissan Bahrain

Jewelry & Luxury:

Al Zain Jewelry
Concord Watches
Movado Watches

Shopping Mall:

Seef Mall
Moda Mall

Aviation:

Bahrain Airport Company
Bahrain Airport Services

Real Estate:

Villa Saraya Real Estate
DOR KSA

E Governance:

E Gov Bahrain

Tourism:

Bahrain Tourism

EDUCATIONAL HISTORY

Master's Degree in **Mass Communication and Journalism** – Mahatma Gandhi University –2004

Bachelor is Degree in Science (B Sc.) - Calicut University –2000

Diploma in Photography – Cethana Media Institute, India, 2004.

WORK HISTORY

Current job (2022 Jan onwards) : Working as freelancing content creator and translator, on project basis

Recent Projects: Domain & Clients

Finance & Banking: Axis Bank,
State Bank of India, Kotak Mahindra
Shriram Finance, Manappuram Finance,
SBI life Insurance

Health Sector: Health Vector, Cipla

Others

RWS Meta AI Annotation Projects

Content writing-Amazon:

Localization of content into Malayalam language, which involves translating text and adjusting formats to make the product feel native to the target audience.

NCERT Prabandhak:

Adapting engineering textbooks for better comprehension, encompassing not only language translation, but also simplification of intricate concepts to enhance accessibility for the intended audience.

Recent translation projects' clientele:

Axis Bank, State Bank of India, Shriram Finance, Manappuram Finance Ltd., SBI life Insurance.

Others:

Google Products- testing the localized content for various Google products such as Maps, YouTube, Google Classroom, etc.

Media Manager - Gulf Marcom Carat Bahrain, Jan 2018 – Dec 2021

- Preparing communication materials and strategic planning of corporate communications for various clients.
- Translation of content from English to Malayalam on various media requirements, to address the expat Indian community.
- Monitoring the content development for the various communication tools.
- Developing and formulating media strategy for pitching clients and execution of marketing communication campaigns of clients in various sectors of business.
- Strategic Planning, Implementation & Optimization of local, Regional and International media solutions for clients.
- Identifying newer opportunities of advertising with traditional & Digital Media, to maximize ROI of clients.
- Digital Ad operations and Ad management on Paid social, SEM, Display, Video & Mobile.
- Co-ordinate and execute Advertising & Marketing communication, within the scheduled time and budget.
- Analyze market trends to provide critical inputs for formulating and executing Campaign strategy.
- Media Analysis / Research of local & overseas markets

- Campaign evaluation and feedback analysis to ensure and optimize maximum ROI for the media campaigns.
 - Maintain Media relations to ensure maximum media coverage for different clients and executing PR activities for clients.
 - Develop analytical reports on Consumer Insights, media spends, media trends, evaluating clients as well as competitor's media activities.
 - Selection of right media mix to deliver the message to the target audience on right time.
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Media Planner - Gulf Marcom Carat Bahrain (March 2009 – Dec 2017)

- Developing integrated media solutions for the business & marketing challenges of the clients across the Paid, Owned and Earned media platforms.
 - Identifying newer opportunities of advertising with traditional & Digital Media, to maximize ROI of clients.
 - Digital Ad operations and Ad management on Paid social, SEM, Display, Video & Mobile.
 - Media buying and meeting the pre-requisites for booking space in media.
 - Negotiating the media costs involved to maximize the revenue of the company.
 - Budgeting, costing and invoicing the clients for the advertising activities executed by the company.
 - Co-ordinate and execute Advertising & Marketing communication, within the scheduled time and budget.
 - Analyze market trends to provide critical inputs for formulating and executing Campaign strategy.
 - Media Analysis / Research of local & overseas markets
 - Campaign evaluation and feedback analysis to ensure and optimize maximum ROI for the media campaigns.
 - Maintain Media relations to ensure maximum media coverage for different clients and executing PR activities for clients.
 - Develop analytical reports on Consumer Insights, media spends, media trends, evaluating clients as well as competitor's media activities.
 - Selection of right media mix to deliver the message to the target audience on right time
 - Was responsible for various kinds of analytical reports on Consumer Insights, media spends, media trends, evaluating clients as well as competitor's media activities.
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Asst. Manager - Communication and Operations - Mediacom Communications, India (Dec 2006 – April 2008)

- Content development for various communication tools which includes Print media, visual media, and websites for various clients.
- Maintaining media relations, which includes conducting press conferences, preparing press releases, arranging exclusive interviews for various clients with media and formulating media plans.
- Preparing communication materials and strategic planning of corporate communications for various clients.
- Strategic planning to get into various media avenues to enhance the brand image for various clients.
- Preparation of periodical reports, letters, executive summaries, presentations and other related materials
- Approving and suggesting advertisements for the clients, and meeting the pre-requisites for booking space in media.
- Coordinating with the operations of other branch offices in various metros.

- To lead a team of professionals to attain targets on time.
 - Client interactions.
 - To oversee the entire operations of the Branch.
 - Recruiting people whenever necessary, for office operations and project needs.
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Lecturer in the Dept. of Communication –Asan College of Arts and Science, University of Madras, India (June 05-November 06)

- Subjects Handled : Communication, Public Relations, Advertising, Photography
 - Training students in the field of communication based on their academic curriculum.
 - Providing necessary guidance on theoretical and practical educational endeavors.
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