**Resume**

**J.ANBARASAN VIJAY**

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Date of Birth: 01-071981

**Career Objective:**

Seeking a Challenging position in an organization with a view to utilize my skills and professional experience

**Qualification Summary**:

* University rank holder in PG
* 10 years experience including Digital media, Printing and Electronic media
* Authored a book on “ **Safety and Disaster Management Education**” (Tamil)
* Freelance Writing for various websites functioning from Overseas countries like Thaaiman.Com, Yarlparis.com
* Appeared in Civil Services main Examinations (IAS/IPS)
* Extensive knowledge of arts and current events
* Possess excellent research and analytical skills
* Familiar with basic computer applications and the Internet
* Possess sound administrative and multitasking skills

**Education:**

* Master degree in Sociology (Completed on 2004)

Bharathidasan University

Trichy

* **Specialization in Mass Communications**

* Bachelors Degree in Computer Science (Completed on 2002)

Pavendar Bharathidasan College, Trichy

**Work Experience: (** From Current Position)

**Chief Manager- Digital Operations ( March 2017 – At Present )**

Sunday Messenger – A Weekly Newspaper, Bangalore

**Responsibility Included:**

* Leading 7 member team
* planning marketing campaigns, getting collaterals developed and promoting the products and services through online and print media.
* Experienced in forging and maintaining relationship with online, print and television media.
* Experienced in dealing with Ad Agencies.
* Good analytical and communication skills.
* Good experience of Search Engine Optimization.
* Implementation, tracking and optimization of Facebook campaigns, for B2C target audience.
* Ensuring ongoing optimization of campaigns, to generate high quality traffic and conversions.
* Managing the organic growth
* Communication to team and management on project development, timelines, and results.
* Work closely with the other team members to meet goals.

**Content Manager, New Generation Media Pvt Ltd. ( From May 2016-Feb 2017)**

**Responsibility Included:**

* Leading 12 member team
* Utilizing Google Analytics to improve traffic
* Coordinated the marketing team on creative campaigns and programmatic buying to support digital cross-promotion efforts, including email campaigns, Facebook promotions, outreach and marketing initiatives for an improved end-user experience
* Rewriting, Editing & Publishing the stories
* Recruitment
* Cross checking the promotional card’s designs & contents before published
* Writing web friendly headlines to promote stories to the target audiences
* Understanding real time and periodic web traffic analytics and tuning content selection accordingly
* Ensuring stories to have appropriate photographs
* Handling special interviews

**Sr.Editor, Granium Information Technology ( Nov’15-Apr’2016)**

**Responsibilities Included:**

* Writing Political Stories
* Assigning stories to the content editors
* Rewriting & Editing the copies of Content Editors
* Writing web friendly headlines to promote stories to the target audiences

**Asst.Chief Editor, Eenadu Digital, Hyderabad ( Jan ‘14- Apr’16)**

**Responsibilities Included:**

* Shift In-charge for a 12 member team
* Support Program Manager and Marketing Department by coordinating various integrated communication marketing programs and activities
* Coordinate the production of a wide range of marketing communications including events premiums marketing sales collateral and event ticketing
* Develop and maintain sales proposals and collateral desktop publishing rate cards newsletters brochures and many other materials
* Execute a wide variety of details that involve direct mail email broadcast campaigns outbound calls marketing events public relations customer communications media advertisements promotions and other marketing plans
* Track online campaigns prepare performance analysis reports of post campaign and make recommendations to concurrent programs for corrective modifications

**Chief Reporter, Sun Networks Pvt Ltd., New Delhi ( Jan’13 – Dec 13 )**

**Responsibilities Included:**

* Reporting the cases in Supreme Court
* Reporting on Political matters from National party offices in New Delhi
* Reporting on Parliamentary proceedings
* Report writing based on personal observation and case- studies
* **Sub Editor – Sathiyam TV ( Jul’08- Sep’12)**
* **Sub- Editor – Makkal TV ( Oct’04- Feb’08)**

**Responsibilities Included:**

* News Editing and Translation from Reuters, ANI,IANS & PTI
* Ensure that the content/articles are free from misrepresentation, spelling errors and grammatical mistakes