

Contact

rajuvetri@gmail.com

www.linkedin.com/in/raju-ramalingam-75332a26 (LinkedIn)

Top Skills

Creative Strategy

Advertising

Marketing Strategy

Languages

English (Professional Working)

Tamil (Native or Bilingual)

Raju Ramalingam

Senior Copywriter at Adsyndicate Services Pvt Ltd
Coimbatore, Tamil Nadu, India

Summary

Experienced, bilingual Copywriter/Copy Editor / Proof Reader / Translator with a demonstrated history of working in the publishing and advertising industries. Strong media and communication professional skilled in planning and executing advertising strategies, writing effective copy for sales promotions in English and Tamil, Got a keen eye for detail. Experienced translator (English to Tamil) with a proven track record.

Experience

Maitri, Coimbatore Branch

Copywriter

2010 - Present

Coimbatore Area, India

At Maitri, I had opportunity to work for prestigious clients such as Kalyan Silks, Elgi Ultra, Vasan Eye Care, Reliance Communication, Aircel, Suguna Poultry, Muthoot Fincorp, AVT Tea, etc.

Adsyndicate Services Pvt Ltd

Senior Copywriter

2010 - Present

Alaknanda Advertising

Copywriter

2006 - October 2015 (9 years)

At Alaknanda I had opportunity to work for prestigious clients such as Black Thunder theme park, BSNL, Eicher Motors, Vasanth & Co., Apollo Hospitals, etc

Dinavanigam

tamil translator

2010 - 2013 (3 years)

It's a business daily, possibly one of the first to come out in Tamil, run by one of my best colleague and friend in Madurai. I used to contribute/translate business related articles to Dinavanigam

Prem Communications

Copywriter

2000 - 2010 (10 years)

Prem Communications is headed by Kashi Viswanathan, my mentor in this field. He gave me opportunity to work for several prestigious clients such as Pricol, KVB Pumps, Lakshmi Vilas Bank and an NGO called Siruthuli, just to name a few.

Sasi Advertising Pvt Ltd

Copywriter

1993 - 2000 (7 years)

Coimbatore Area, India

This is where I started evolving as copywriter. Sasi gave me ample opportunities to fine-tune my skill and come out with exciting campaigns for many clients in various verticals such as textile, engineering, education, FMCG, insurance, etc.

Ex: Macmillan India Ltd

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December 1984 - May 1990 (5 years 6 months)

Bangalore, India

Worked as copy editor / proof reader for about 5 years. Edited and proof read a number of scientific and technical books and journals for leading publishers

Education

Bharathiar University

M.A., English · (1982 - 1984)