

<b>CV</b>	
<b>Name</b>	Umesh Ponnusamy
<b>Date of Birth</b>	29th July 1973
<b>Educational Qualifications</b>	B.Sc. Visual Communication - 1992 to 1995 Loyola College, University of Madras, Chennai, INDIA. Final Year Branch - COPYWRITING
<b>Work Experience</b>	<ul style="list-style-type: none"> <li>• <b>Feb 2012 till date</b> - REPORTING &amp; ANALYSIS SPECIALIST – Customer Experience Strategy – Mktg Etisalat, Dubai (See Annexure 1)</li> <li>• <b>October 2006 to Feb 2012</b> PORTAL ADMINISTRATOR – Vignette CMS Portal Operations-MKTG-CONSUMER &amp; SMB Etisalat, Dubai (See Annexure 1)</li> <li>• <b>October 2002 to October 2006</b> - CHANNEL EDITOR – WEB SERVICES Etisalat, Dubai (See Annexure 1)</li> <li>• <b>March 2000 to October 2002</b> - WEB CONTENT EDITOR – Portal Services Etisalat, Abu Dhabi (See Annexure 1)</li> <li>• <b>October 1998 to March 2000</b> - COPYWRITER-Web Development-Mktg. ETISALAT- Emirates Telecommunications Corp. Abu Dhabi, UAE. (See Annexure 1)</li> <li>• <b>December 1995 to July 1998</b> - SENIOR COPYWRITER Goldwire Communications Pvt. Ltd. Chennai, India. (See Annexure 2)</li> <li>• <b>July 1994 to November 1995</b> – COPYWRITER PURPLE PATCH COPY SERVICES PVT. LTD. Chennai, India. (See Annexure 3)</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Web Technologies: Strong working knowledge of HTML, CSS, Javascript, PHP as applied to websites front-end. Dreamweaver, Flash,</li> <li>• Graphic Design Tools – Adobe Tools - Illustrator, Photoshop, CorelDraw Fireworks &amp; Open Source – GIMP, Inkscape</li> <li>• <b>Content Mgmt Systems</b> – Vignette v7, bit of SDL Tridion and Open Source Joomla, Wordpress</li> </ul>
<b>Contact</b>	<ul style="list-style-type: none"> <li>• P.O. Box 111357, Dubai, UAE Mob: +971 50 8818 234 <a href="mailto:umeshp@outlook.com">umeshp@outlook.com</a> <a href="https://www.facebook.com/umesh.ponnusamy">facebook.com/umesh.ponnusamy</a> <a href="https://twitter.com/umeshp">twitter.com/umeshp</a> <a href="https://www.pinterest.com/umeshp">pinterest.com/umeshp</a> <i>Portfolio Blog: <a href="http://UmeshP.com">UmeshP.com</a></i></li> </ul>

<i><b>Annexure I ETISALAT, UAE - Oct 1998 to present</b></i>		
<b>ETISALAT, MKTG. Copywriter-Web Development Oct1998-Mar2000</b>	<b>EMIRATES INTERNET &amp; MLTMD., Etisalat Web Copywriter-Portal Services (Mar2000-Oct2002)</b>	<b>eCOMPANY, Etisalat Channel Editor-Web Services/Dev. (Oct2002 to Oct2006)</b>
<p><b>JOB PROFILE</b> Working on Web Pages (Concepts &amp; Copy) for new services and offers to be published in the company website. Creating site structure, information architecture, Navigation structure and screen flow documents. Technical documentation, E-Mail Broadcasts, Manuals and other promotional copy for the Data Services section. Conducting research on new technologies and preparation of market reports and presentations. - Coining brand names and slogans for new services</p> <p><b>ACHIEVEMENTS</b> <b>DATA SERVICES WEB PAGES</b> Emirates Internet Roaming Dial N Surf V.120 to PPP Al Mersal Message Service Webpages for Mobile section products Webpages for Etisalat Internet service promotions</p> <p><b>WEBSITES</b> Edited Etisalat Gitex 98 Website - UAE Pages - Created entire site structure and wrote over 500 pages covering over 300 topics. - Writing and editing of content for Etisalat Cable TV website - Edited content for the Al Shamil launch website ETISALAT @ GITEX 98, 99 - Created and Edited website content Copy for GITEX98 Posters - Etisalat Interactive Broadband Service Poster - Leaflets - Edited Gitex Newsletter Etisalat Articles <b>BRAND NAMES</b> - Domain name for IMHS - Names for E-Commerce Arm (Comtrust) - Names for Internet Broadband service <b>BROCHURES</b> - IMHS Service - Edited and Proof read Al Shamil Broadband Internet service brochure <b>REPORTS</b> - Researched and compiled a Web Hosting Service Comparison Report - Researched and compiled a Web Hosting Reseller Service Report <b>PRESENTATIONS</b> - Created a powerpoint presentation for Net@ds for DoubleClick Internet Advertising seminar - Created Powerpoint presentations for various seminars and conferences.</p>	<p><b>JOB PROFILE</b> Content and Help guides development for various channels on the Emirates Internet &amp; Multimedia portal site (www.emirates.net.ae) Editor and writer of monthly E-mail HTML Newsletter sent to over 20,000 newsletter subscribers. Documenter for the ISO 9001 certification process in EIM. Administrator and Moderator of Discussion Forums on the Portal site. Also responsible for posting and further development of interesting content for the forums. In-charge of creating Opinion Poll questions every week on the Portal channel. Also in-charge of updating and administering the Tip of the Day column on the portal. In charge of creating- Site structure- Information architecture- Navigation structure- Screen flow documents for Etisalat and EIM websites. In charge of converting press releases into HTML for addition in the website press releases section. Technical documentation, E-Mail Broadcasts, Manuals and other promotional material.</p> <p><b>ACHIEVEMENTS</b></p> <p><b>WEBSITES</b> - Edited content for the new AlBahhar.com portal - Worked on AlAqsa Charity site - Edited content for the new Emirates Internet and Multimedia site - Created and edited content for EIM @ Gitex 2000 and 2001 websites <b>ADMIN GUIDES</b> - Created Admin Guides for the AlBahhar.com Opinion Poll application and Etisalat E-Procurement <b>DOCUMENTATION WORK</b> - Assisted with ISO 9001 Process Mapping - Worked on Business Process documentation for all EIM services</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p style="text-align: center;"><b>ETISALAT Reporting &amp; Analysis Specialist – Customer Experience Strategy (Feb2012 to date)</b></p> </div> <p>In-charge of MIS Data extraction for Etisalat Online Payment Channels and preparing quarterly reports and presentations for higher management. + Portal Admin Job Responsibilities + Email Broadcasts</p>	<p><b>JOB PROFILE</b> Administrator and Moderator of portal content Moderator on EIM Gaming website Mplayer-Arabia and handling of Email Complaints Editing and compiling monthly EIM e-Newsletter in HTML Preparation of Admin and User Guides for EIM Web services In-charge of English HTML content preparation for EIM/eCompany Email Broadcasts Testing and Documentation of Web applications and services</p> <p><b>ACHIEVEMENTS</b> - Edited content for the new Emirates Internet &amp; Multimedia and later its conversion to the eCompany website, EIM @ Gitex 2002 and 2003 websites - Moderated Mplayer-Arabia and handled Email complaints - Created User and Admin Guides for the Finance Channel, Yellow Pages Shopping, Dial Up Plus - Edited and compiled content for eGovernment Portal - Executed and documented ATP testing for BusinessOne, EIM Web Mail service, EIM Feedback Form, E-government CMS, E-government eQualification and Civil Law etc.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p style="text-align: center;"><b>ETISALAT Portal Administrator - Marketing (Oct2006 to Feb2012)</b></p> </div> <p><b>JOB PROFILE</b> Vignette Content Management System Ver 6 &amp; 7 Administrator and editor of Etisalat corporate portal and web properties. Preparation of Admin and User Guides for Etisalat Web services In-charge of English HTML Email Layout preparation for all Etisalat Email Broadcasts Weekly and Monthly html content updates on eView and eJunior websites Copywriting Banner messages and SMS messages for Etisalat Online Services (EOS) promotions. In-charge of creating html Redirection Files for Etisalat Promotions.</p>

# Annexure 2

*Goldwire Communications, Chennai, India - SENIOR COPYWRITER - Dec 95- Apr 98*

GOLDWIRE COMMUNICATIONS	GOLDWIRE SOFTWEB	GOLDWIRE PICTURES
<p><b>JOB PROFILE</b> Advertising Campaign concepts, ideas, writing copy for Print ads, brochures, flyers etc. Proof-checking, coordinating with a team of Visualizers, Copywriters, Client Servicers and Studio on various Print jobs.</p> <p><b>ACHIEVEMENTS</b></p> <p><b>MRF</b> Handled the copy for:</p> <p><b>MRF CORPORATE</b> - Worked on Corporate Ads - Researched and wrote the Golden Jubilee Booklet for MRF - India's No. 1 tyre company.</p> <p><b>MRF MARKET SUPPORT</b> - Worked on copy for Dealer Ads, Direct Mail letters to customers and other promotional material</p> <p><b>MRF TYREDROME</b> (India's first tyre company owned Car Wash) - Handled copy for Tyredrome advertising and other promotional material. - Fresh execution of MRF Tyredrome Children's Day Ads.</p> <p><b>MRF RECRUITMENT</b> - Wrote an ad that fetched 14,000 responses in 3 weeks with many complimenting the ad - commended by the Marketing Director of MRF. - Followed up the ad with a second one on similar vein.</p> <p><b>MRF PRETREADS</b>(Special tyre retreading service) - Handled copy for advertisements released all over India.</p> <p><b>MRF RACING</b> - Handled advertising that announced MRF's victories in Formula Racing.</p> <p><b>MRF NYLOGRIP</b> (India's first tyre brand) Handled advertising and created comic scripts for the Nylogrip Man.</p> <p><b>OTHER BRANDS</b></p> <p>Campaigns and marketing material:</p> <ul style="list-style-type: none"> <li>- Konica Colour Labs</li> <li>- Motorola Modems</li> <li>- TVS Electronics Printers, UPS systems</li> <li>- IBM ACE (Authorised Centre for Education)</li> <li>- 21st Century Management Services</li> <li>- Synergy Financial</li> </ul>	<p><b>JOB PROFILE</b> Working with Web Designers, HTML and Java Programmers when creating websites - organising information, writing copy, giving concept ideas for innovative homepage design.</p> <p><b>ACHIEVEMENTS</b></p> <ul style="list-style-type: none"> <li>- Worked on copy for the MRF website :  www.mrf tyres.com</li> <li>- Created site structure, wrote copy for AF Ferguson website  www.afferguson.com</li> <li>- Created a special website for cricket that gives constant online scores and commentary with scoreboards of ongoing International matches, team and player profiles.  www.goldwirecricket.com</li> </ul>	<p><b>JOB PROFILE</b> Working with Animators and Producers on Corporate Video Scripts, Television commercials, Multimedia presentations and Audio-visual scripts. Directing storyboard artists on script treatment, visualisation and camera angles.</p> <p><b>ACHIEVEMENTS</b></p> <ul style="list-style-type: none"> <li>- Worked on MRF 50 year script - an audio-visual presentation.</li> <li>- Wrote a television script for MRF Corporate</li> <li>- Wrote scripts for MRF Nylogrip Zapper - a new tyre launch.</li> <li>- Wrote a script for MRF Customer Relations</li> <li>- Wrote a multimedia script for TVS Electronics new product launch - the MSP 345 Dot Matrix printer.</li> <li>- Wrote a multimedia script for ACC Ambattur Clothing Company.</li> </ul>

## *Annexure 3*

*Purple Patch Copy Services Pvt. Ltd., Chennai, India - COPYWRITER - Dec 94- Dec 95*

### **JUNIOR COPYWRITER**

Among the four selected in the final year from the Visual Communication Department from 40 students to be trained in Purple Patch - a copy services firm handling assignments from MNC Advertising Agencies in Chennai:

- Lintas, Ogilvy & Mather, Goldwire, Saatchi & Saatchi, MAA Bozell, Hindustan Thompson Associates, RK Swamy BBDO etc.

### **JOB PROFILE**

Trained in all the nuances of copywriting by working on major accounts. An accelerated learning experience by creating advertisements for some of India's largest Corporate Houses and companies.

Worked on Copy Platforms, Rationales, Creative Brief Writing, Craft of Copywriting, Generating Alternate approaches to a Communication Problem, Brainstorming, Team Playing, Presentation etc.

### **ACCOUNTS WORKED ON**

- Salem Steel
- Motorola
- MRF
- Hill Country Resorts
- Synergy Finance
- Ujwala Foundations
- White Giant
- First Leasing Finance
- KG Group
- Kavini Ispat
- Chettinad Cement
- Chandrakala Money & Capital Management
- SI Property
- Arya Vaidya Sala
- Kamilari Liver Tonic
- VGP
- B.J. Textiles
- Mother Earth Plantations
- Diamond Hill Spring Water
- Ray Impex (Video Door Phone)