

## Curriculum Vitae



Name	Umesh Ponnusamy
Date of Birth	29 <sup>th</sup> July 1973
Educational Qualifications	<b>Bachelor of Science in Visual Communication</b> B.Sc. Visual Communication - 1992 to 1995 Loyola College, University of Madras, Chennai, INDIA.
Specialisation	Final Year Branch - COPYWRITING
Work Experience	<ul style="list-style-type: none"> <li> <a href="#">October 2006 till date</a>  <b>PORTAL ADMINISTRATOR –</b>  <b>Portal Operations-MKTG-CONSUMER &amp; SMB</b>            i) Etisalat, Al Kifaf Bldg., SZR (2009 till now)            ii) Etisalat, Thuraya Towers, Dubai Media City (2006-2009) (See Annexure 1)         </li> <li> <a href="#">October 2002 to October 2006</a>  <b>CHANNEL EDITOR – WEB SERVICES</b>            i) <b>eCompany</b>, Etisalat, Dubai Media City (Aug04 to Sep 06)            ii) Emirates Internet &amp; Multimedia (Oct02-Aug04) Abu Dhabi, UAE. (See Annexure 1)         </li> <li> <a href="#">March 2000 to October 2002</a>  <b>WEB CONTENT EDITOR – Portal Services</b>            Emirates Internet &amp; Multimedia, Etisalat Abu Dhabi-Dubai, UAE. (See Annexure 1)         </li> <li> <a href="#">October 1998 to March 2000</a>  <b>COPYWRITER-Web Development-Mktg.</b>            ETISALAT- Emirates Telecommunications Corp. Abu Dhabi, UAE. (See Annexure 1)         </li> <li> <a href="#">December 1995 to July 1998</a>  <b>SENIOR COPYWRITER</b>            Goldwire Communications Pvt. Ltd. Chennai, India. (See Annexure 2)         </li> <li> <a href="#">July 1994 to November 1995</a>  <b>COPYWRITER</b>            PURPLE PATCH COPY SERVICES PVT. LTD. Chennai, India. (See Annexure 3)         </li> </ul>
Web Dev Skills	<ul style="list-style-type: none"> <li> <b>Web Technologies:</b> Strong working knowledge of HTML, CSS, Javascript, PHP as applied to websites front-end.  <b>Tools – <u>Adobe Tools</u></b> - Illustrator, Photoshop, Dreamweaver, Flash, Fireworks &amp; <u>Open Source</u> – GIMP, Inkscape         </li> <li> <b>Content Mgmt Systems</b> – Well versed in Vignette v7 and <u>Open Source</u> Joomla, Wordpress         </li> </ul>
Contact Address	 P.O. Box 1150, Etisalat, Al Kifaf Building, Dubai UAE Tel : (O) 00971 50 8818 234, <a href="mailto:writer@eim.ae">writer@eim.ae</a> Blog: UmeshP.com

## Annexure 1



## ETISALAT Oct 1998 to present

### ETISALAT, MKTG. Copywriter-Web Development (GRADE 3 Oct98-Mar00)

#### **JOB PROFILE**

- Working on Web Pages (Concepts & 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

#### **ACHIEVEMENTS**

##### **DATA SERVICES WEB PAGES**

- 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

##### **WEBSITES**

- 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

##### **BRAND NAMES**

- Domain name for IMHS
- Names for E-Commerce Arm (Comtrust)
- Names for Internet Broadband service

##### **BROCHURES**

- IMHS Service
- Edited and Proof read Al Shamil Broadband Internet service brochure

##### **REPORTS**

- Researched and compiled a Web Hosting Service Comparison Report
- Researched and compiled a Web Hosting Reseller Service Report

##### **PRESENTATIONS**

- Created a powerpoint presentation for [Net@ds](#) for DoubleClick Internet Advertising seminar
- Created Powerpoint presentations for various seminars and conferences.

### EMIRATES INTERNET & MLTMD. Web Copywriter-Portal Services GRADE 2 (Mar00-Oct02)

#### **JOB PROFILE**

- Content and Help guides development for various channels on the Emirates Internet & Multimedia portal site ([www.emirates.net.ae](http://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.

#### **ACHIEVEMENTS**

##### **WEBSITES**

- 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

##### **ADMIN GUIDES**

- Created Admin Guides for the AlBahhar.com Opinion Poll application and Etisalat E-Procurement

##### **DOCUMENTATION WORK**

- Assisted with ISO 9001 Process Mapping
- Mapping on Business Process documentation for all EIM services

#### **ACHIEVEMENTS**

- Part of the team that successfully rebranded and recreated the new Etisalat CMS driven portal in May-June 2006.

- Received a commendation letter from eView (eVision) for timely weekly updates of their website.

- Successfully creating and administering the security and authorization of Etisalat users and groups in the Vignette CMS.

- Set up a successful efficient content workflow for Etisalat Email Broadcasts.

### eCOMPANY Channel Editor-Web Services/Dev. GRADE 2 / 1 (Oct02 to Oct06)

#### **JOB PROFILE**

- 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

#### **ACHIEVEMENTS**

- Edited content for the new Emirates Internet & 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.

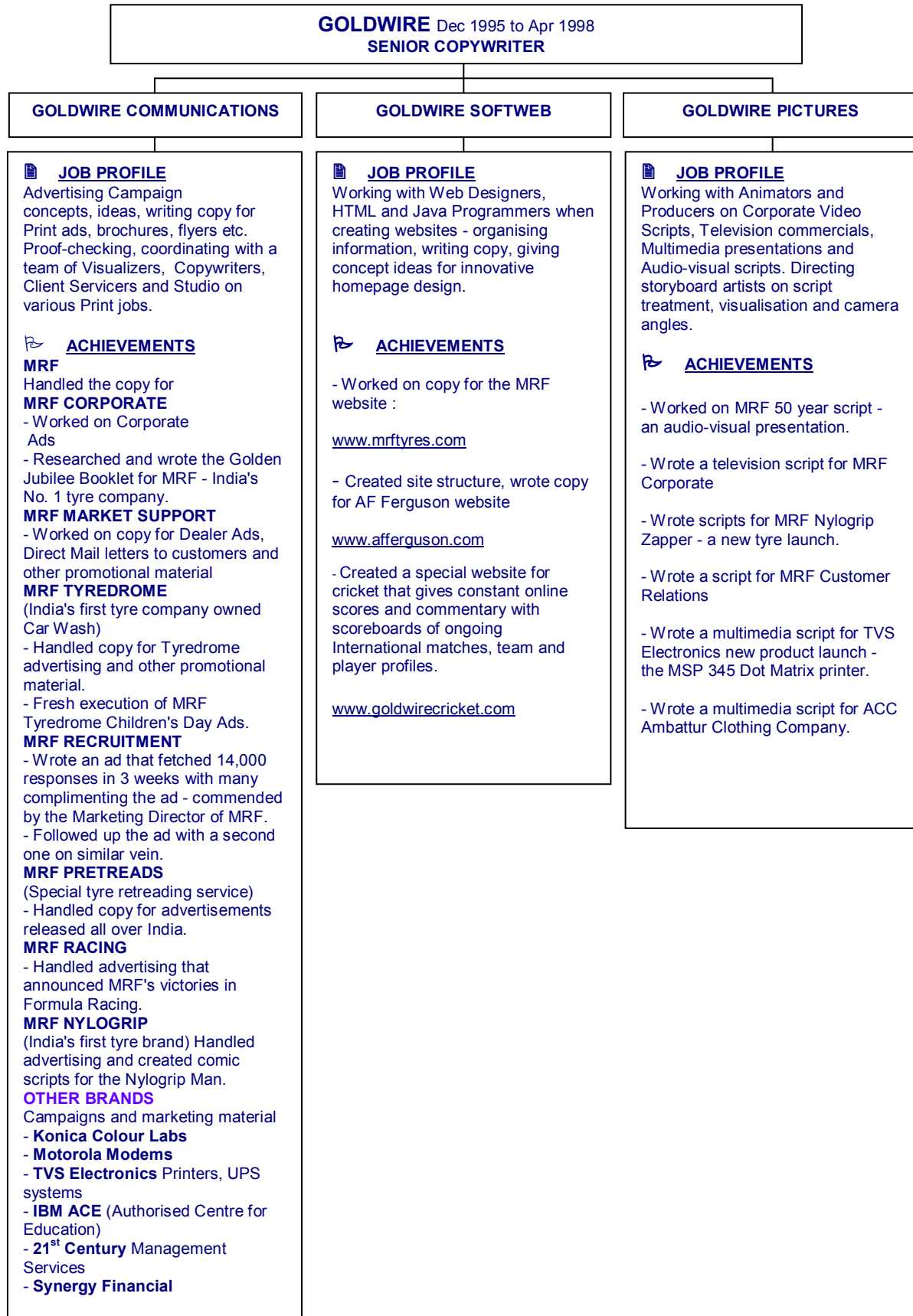
### ETISALAT (Mktg) Portal Administrator- Portal Team. GRADE 1 (Oct06 to present)

#### **JOB PROFILE**

- Vignette Content Management System 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.

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## Annexure 2



## Annexure 3


**PURPLE PATCH** Dec 1994 to Dec 1995

**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           | ❖ Ujwalla 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)           |

