



PRATIMA JAIDEV

Award winning media professional & communication strategist with 20+ years of experience

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PROFESSIONAL SUMMARY

- Accomplished media professional and communication strategist with twenty years experience in **content writing, brand development, internal & external marketing communication, e-learning and filmmaking**
- Co-ordinated, Scripted, Produced & Directed advertisements, short films, corporate films and documentaries for clients like **UNICEF, NIMH, AMR-APARD, APMAS, CIIL, NMDC, GSI, D.E. SHAW** and more
Produced news stories for **IFC** and documentaries for **Voyage Productions**, Washington D.C
- Hyderabad **City builder and brand ambassador for coto** (come together) , a app built on web 3 platform exclusively for women to have a safe space on social media
- Published **author** of many short stories
- Expert in curriculum **designing and facilitating workshops, training the trainers** for topics related to soft skills, business communication and all creative courses like photography, filmmaking, animation and more
- Extensive experience in **managing and mentoring teams** of various nature in sectors like - **corporate, education, advertising, digital media** and more
- Proven ability to bridge the knowledge gap of employees with **business goals and implement best practices to increase business efficiency and productivity**

ACHIEVEMENTS

- Author** of anthology titled **True Spirit** about real life stories of women with grit and grace
- Publishing short stories** as part of various anthologies - 2020 to Present
- Won '**Best Director**' award in 2nd Hyderabad International Film Festival, Jan.2008
- Received appreciation** for imparting Soft Skill programs for IT professionals at CMC, 2006
- Worked as **Associate Producer for "Raising Up: Women of India"** a documentary film which won the CINE: Golden Eagle,2005
- Served as **Editor of Student Board**, Bhavan's College of Communication and Management, 1999
- Acknowledged by BBC** as a Merit Radio Playwriter for a 60-minute play,1999

PROFESSIONAL AFFILIATIONS

- Member of South Indian Film Women's Association, Chennai (2018-Present)
- Member of Women Entrepreneurs Hyderabad Management Association, Hyd. (2017 – Present)
- Member of Hyderabad Film club, Hyderabad, India (July 2003 – Present)

WORK EXPERIENCE

Reskills , Malaysia

Sep.2022 - Present

Coach (from India) for Personality Development (remote position)

Job Description

- Conducting personality development and business communication related sessions for learners of different categories and age groups on an online platform in an interactive manner

Creative Aspirations, Hyderabad

Jan.2021 – Present

Head - Internships & Portfolio Development

Job Description:

- Career Counselling / Mentoring students to choose the right stream of studies based on their aptitude, skills and capabilities
- Assessing the profiles of students who are aspiring to go abroad for higher education especially in the fields of creative arts; and, providing them with scope for developing a good portfolio with help of our mentors or enabling them to experience real-world work environment by providing Internships with our partners
- Creating new learning as well as employment opportunities for students aspiring for careers in the creative field(s)

Coto app Global (remote position)

Sep.2022 - December 2023

Hyderabad City Builder & Ambassador

Job Description:

- Educating women from different fields about the importance of being a part of a safe space on social media
- Mentoring other ambassadors to ensure women 'come together' on the platform and create communities to share their knowledge and learn from each other
- Creating brand awareness on social media as well as offline in different women's groups

Tara Learning Solutions (a concern of Orient Blackswan Publication) Sep.2022 - Feb. 2023

Part-time Consultant (English Trainer)

Job Description

- Conducted English and personality development sessions for teachers of tribal welfare, social welfare and government schools in districts of Telangana

Costica Business Solutions, Hyderabad

July 2017 - Dec.2020

Head - Communications & Business

Job Description:

- Oversaw all the advertising, branding and social media campaigns to ensure that the right communication is being sent out
- Conducted soft skills sessions for new team members as & when required
- Acted as the liason between the company and clients for projects taken up by the company

Ebani Advertising, Hyderabad

Jan. 2017 - June 2017

Director - Communications & Business Acceleration

Job Description:

- Oversaw the entire functioning of the company and coordinated with team members to ensure timely deliveries to all clients
- Trained team members from time to time for their growth and also to ensure the best delivery practices are being practiced for all deliveries to the clients
- Connected with old as well as new clients from various fields for new projects

Telangana Academy For Skill & Knowledge, Hyderabad

Sep. 2016 – Mar 2020

Consultant (English & Soft Skills Training)

Job Description:

Imparted english & soft skills training for degree & P.G students in colleges in & around Telangana

Annapurna International School of Film & Media, Hyderabad**Nov. 2011 – Dec. 2014**

Manager – Vocational & Exchange Programs

Job Description:

- Designed courses for vocational programs & workshops conducted in schools, colleges and corporate firms
- Guided faculty & administrative staff with course curriculums & lesson plans
- Coordinated Cultural Exchange programs with Chapman University (U.S.), NWU University (U.S.), Swinburne University (Australia) • Coordinated with media organisations, industry professionals & celebrities for guest lectures and workshops
- Supported admissions, marketing & placements departments for various activities
- Established connections with U.S. Consulate, Alliance Francaise, Hyderabad Film Club etc. to initiate film festivals & other cultural activities on campus
- Supported student projects taken up by the school as a non-profit initiative
- Attended Broadcast Educators Conference & NAB show in Las Vegas, USA-April 2014

Annapurna International School of Film & Media, Hyderabad**Aug. 2011 – Oct. 2011**

Faculty - Scriptwriting

Job Description:

Subjects taught - Scriptwriting, Direction, Documentary Production & TV Production

Villa Marie Degree College, Hyderabad**July 2010 – April 2011**

Faculty – Mass Communication

Job Description:

Subjects taught - Mass Communication, Journalism & TV Production to B.A students

CMC Limited, Hyderabad**Dec.2005 - Dec.2008**

Sr. Executive, Corporate Communications

Job Description:

- Scripted & directed corporate films for internal communication & external clients
- Supported business development teams with various multimedia related activities for both internal & external communication • Imparted soft skills for IT professionals across various verticals

Gemini TV/Teja News, Hyderabad**June 2004 - Nov.2005**

Programme Designer

Job Description:

- Designed and produced various news and entertainment related programs
- Trained freshers and interns as news reporters and program co-ordinators

CMC Limited, Hyderabad**Aug.2003 - May 2004**

Creative Writer

Job Description:

- Wrote content for multimedia presentations, print collaterals and more
- Scripted & directed documentaries and corporate videos
- Coordinated with the corporate communications teams across India for all marketing materials and got the work executed by the multimedia team

Discovery Channel, Washington, DC.**April 2003 - July 2003**

Content Screener (part-time)

Job Description:

- Screened programs of all the channels of Discovery for issues of sensitivity before telecast
- Coordinated with producers of different shows to create awareness about the sensitive issues they need to keep in mind while scripting their shows during the Iran - Iraq war going on then

Voice of America (Hindi Division), Washington, DC**Jan. 2003 - March 2003**

Reporter on Assignment

Job Description:

- Researched material, scripted and co-ordinated shoots of a promotional piece for radio & TV
- Trained the anchors to present the content in the best possible way

International Herald Tribune TV, Washington DC**Aug.2002 – June 2003**

Associate Producer (part-time)

Job Description:

- Worked with material shot, researched & conducted interviews for news stories & documentaries
- Coordinated the entire shoot in various cities of India for a project the company was producing for International Monetary Fund (IMF) about entrepreneurs (women in particular) who were building businesses with funding provided by IMF

TIC Summer Camp, Washington, DC**June 2002 – Aug. 2002**

Video Counselor

Job Description:

- Subjects taught - Web Designing & Video Production

EDUCATION**M.A (Psychology)****May 2024**

IGNOU, India

M.A (Film & Video)**May 2002**

American University, Washington D.C

M.A (English Literature)**April 2000**

Nizam College (Osmania University) India

P.G. Diploma in Journalism**April 1999**

Bhavan's College Of Communication and Management, India

B.A (English Literature)**April 1998**

Osmania University, India

Higher Diploma in Software Engineering, Aptech, India**Dec.1997****CONTINUED PROFESSIONAL DEVELOPMENT**

- Introduction to Psychology, Yale University (Coursera)
- Teaching Techniques: Developing Curriculum (LinkedIn learning)
- Selling with Stories (LinkedIn learning)
- Advanced Branding (LinkedIn learning)
- Mentoring & Guidance (Princeton Hive, India)