

# RAMESH V V

Email: [mailrameshv@gmail.com](mailto:mailrameshv@gmail.com)

LinkedIn profile: <https://www.linkedin.com/in/rameshv/>

Mobile contact: 9072428557

---

## KEY SKILLS

Marketing Communications

Content development and translation

Strategic Communication development

Corporate Communications & PR

Digital Media Marketing

Social Media management

Digital Ad Operations

Integrated Media Planning & Buying

Negotiation Skills

---

## TOTAL EXPERIENCE – 14 YEARS

---

### MAJOR RECENT CLIENTS & INDUSTRY

#### Banking:

- Standard Chartered Bank
- Bank of Bahrain & Kuwait
- Bank Muscat International
- Ithmaar Bank
- Kuwait Finance House

#### Tourism

- Bahrain Tourism

#### E Governance

- E Gov Bahrain

#### Aviation

- Bahrain Airport Company
- Bahrain Airport Services

#### Shopping Mall

- Seef Mall
- Moda Mall

#### Jewelry & Luxury

- Al Zain Jewelry
- Concord Watches
- Movado Watches

#### Automotive

- National Motor Company
- Carat GM Brands  
Chevrolet, GMC & Cadillac
- Zayani Motors
- Nissan Bahrain

#### Hotel & Resorts

- Four Seasons Hotel
- Dana Beach Resort

#### Real Estate

- Villa Saraya Real Estate
  - DOR KSA
- 

## EDUCATIONAL HISTORY

- Master's Degree in **Mass Communication and Journalism** – Mahatma Gandhi University – 2004
  - Bachelor is Degree in Science (B Sc.) - Calicut University – 2000
  - Diploma in Photography – Cethana Media Institute, India, 2004.
- 

## DIGITAL MARKETING CERTIFICATIONS

- Google Certified Digital Marketer- Display, Video, Mobile & Search
  - Google Certification - The Online Marketing Fundamentals
  - Social Media Master's program, Social Media Club, Bahrain chapter
  - Snapchat certification
  - Twitter Certification
-

---

## WORK HISTORY

### Current job (2022 Jan onwards)

- Working as freelancing content creator and translator, on project basis

#### Participated Projects

##### ***Content writing-Amazon:***

Localization of content into Malayalam language, which involves translating text and adjusting formats to make the product feel native to the target audience.

##### ***NCERT Prabandhak:***

Adapting engineering textbooks for better comprehension, encompassing not only language translation, but also simplification of intricate concepts to enhance accessibility for the intended audience.

##### ***Others:***

Google Products- testing the localized content for various Google products such as Maps, YouTube, Google Classroom, etc.

---

### Media Manager - Gulf Marcom Carat Bahrain, Jan 2018 – Dec 2021

- Preparing communication materials and strategic planning of corporate communications for various clients.
- Translation of content from English to Malayalam on various media requirements, to address the expat Indian community.
- Monitoring the content development for the various communication tools.
- Developing and formulating media strategy for pitching clients and execution of marketing communication campaigns of clients in various sects of business.
- Strategic Planning, Implementation & Optimization of local, Regional and International media solutions for clients.
- Identifying newer opportunities of advertising with traditional & Digital Media, to maximize ROI of clients.
- Digital Ad operations and Ad management on Paid social, SEM, Display, Video & Mobile.
- Co-ordinate and execute Advertising & Marketing communication, within the scheduled time and budget.
- Analyze market trends to provide critical inputs for formulating and executing Campaign strategy.
- Media Analysis / Research of local & overseas markets
- Campaign evaluation and feedback analysis to ensure and optimize maximum ROI for the media campaigns.
- Maintain Media relations to ensure maximum media coverage for different clients and executing PR activities for clients.
- Develop analytical reports on Consumer Insights, media spends, media trends, evaluating clients as well as **competitor's media activities.**
- Selection of right media mix to deliver the message to the target audience on right time.

---

### Media Planner - Gulf Marcom Carat Bahrain (March 2009 – Dec 2017)

- Was responsible for various kinds of analytical reports on Consumer Insights, media spends, media trends, **evaluating clients as well as competitor's media activities.**

- Developing integrated media solutions for the business & marketing challenges of the clients across the Paid, Owned and Earned media platforms.
- Identifying newer opportunities of advertising with traditional & Digital Media, to maximize ROI of clients.
- Digital Ad operations and Ad management on Paid social, SEM, Display, Video & Mobile.
- Media buying and meeting the pre-requisites for booking space in media.
- Negotiating the media costs involved to maximize the revenue of the company.
- Budgeting, costing and invoicing the clients for the advertising activities executed by the company.
- Co-ordinate and execute Advertising & Marketing communication, within the scheduled time and budget.
- Analyze market trends to provide critical inputs for formulating and executing Campaign strategy.
- Media Analysis / Research of local & overseas markets
- Campaign evaluation and feedback analysis to ensure and optimize maximum ROI for the media campaigns.
- Maintain Media relations to ensure maximum media coverage for different clients and executing PR activities for clients.
- Develop analytical reports on Consumer Insights, media spends, media trends, evaluating clients as well as **competitor's media activities**.
- Selection of right media mix to deliver the message to the target audience on right time.

---

**Asst. Manager - Communication and Operations** - Mediacom Communications, India (Dec2006 – April 2008)

- Content development for various communication tools which includes Print media, visual media, and websites for various clients.
- Maintaining media relations, which includes conducting press conferences, preparing press releases, arranging exclusive interviews for various clients with media and formulating media plans.
- Preparing communication materials and strategic planning of corporate communications for various clients.
- Strategic planning to get into various media avenues to enhance the brand image for various clients.
- Preparation of periodical reports, letters, executive summaries, presentations and other related materials
- Approving and suggesting advertisements for the clients, and meeting the pre-requisites for booking space in media.
- Coordinating with the operations of other branch offices in various metros.
- To lead a team of professionals to attain targets on time.
- Client interactions.
- To oversee the entire operations of the Branch.
- Recruiting people whenever necessary, for office operations and project needs.

---

**Lecturer in the Dept. of Communication –Asan College of Arts and Science, University of Madras**, India (June 05-November 06)

Subjects Handled : Communication  
 Public Relations  
 Advertising  
 Photography

- Training students in the field of communication based on their academic curriculum.
- Providing necessary guidance on theoretical and practical educational endeavors.

- Providing the necessary support in corporate communications and PR efforts of the group of institutions.
  - Strategic planning of communication and events of the establishment.
  - Monitoring the content development for the various communication tools.
  - Coordination and management of advertisement and various other outsourced services.
  - Media Relations.
- 

**Trainee Journalist** – Kairali TV, India

- Developing news content from various sources.
  - Editing press releases from media conferences and news agencies.
  - News analysis with the content of other media
  - Writing news content for the regular programs
- 

**PERSONAL DETAILS**

Nationality : Indian

Marital Status : Married

**PERMANENT NATIVE ADDRESS**

Vadakkekara House, Thichoor (PO), Erumapetty (via), Trissur Dt., Pin- 680584, Kerala. India.

---