

Curriculum Vitae

Personal Details :

Name : Tanuja Shah
Gender : Female
Age : 46 yrs.
Languages Known : Marathi, Hindi, English, Gujarati
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Address : 401/3A, Siddhachal Ph.6,
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Professional Experience :

- **December 2018 - onwards**

Started as a freelance content writer and translator. Languages and writing happen to be a passion and deep-seated interest, which I had not had the chance to work on.

Have been regularly translating **FOOD FACTORY** show from **English to Marathi** for **Discovery**, have done more than 100 shows so far.

Done many freelance projects in the English>Marathi, English>Gujarati language pairs translating advertisements, jingles, songs, brochures and stories.

Have undertaken **proof checking, editing and rephrasing of Marathi and English** content for research papers, theses and articles etc.

Have also written English and Hindi content for the Facebook page and Instagram account of India Fight Diabetes.

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- **August 2017 – December 2018** : Worked as a Marketing Executive at Puratech Solutions (India) Pvt. Ltd. Job profile included generating leads, (using telemarketing and google search whenever necessary), setting up demos and bring the leads to closure for the Travel Technology product eTOS. Attended Trade Exhibitions in India and abroad to meet present and prospective clients and for field-marketing.
- **June 2016 - July 2017** : Undertook various translation (English - Marathi and English - Gujarati) and transcribing assignments as a team member with Bhumika Thakkar.
- **December 2012 - December 2017** : Was an active member of the Managing Committee of the Siddhachal Phase 6/1 C.H.S. Ltd.

- **June 2012-April 2013** : Worked as Asst. Professor – Self Financed Courses (BMM) in Joshi Bedekar College, Thane. (**Subjects taught** - Principles of Marketing and Management, Media Studies, Introduction to Advertising, Brand Building, Media Planning and buying, Agency Management).
- **2004-2011** : Was a full time home maker.
- **1999-2004** : Lecturer – Som-Lalit Institute of Business Administration, Ahmedabad. (**Subjects Taught** - Marketing Management, Human Resource Management and Forms of Business Organisation).
- **1997-1999 : Client Servicing Executive** – Identity Communications and others at Ahmedabad. Worked as link between the client and the agency's Creative and Media departments. Working in mid-sized set up gave hands on experience in media planning, copy-writing, editing, translation, production etc.
- **Educational Qualification :**

Qualific-ation	Year	Institute/ Univerity	Grade
M.B.A. (Marketing)	1996	KIT's IMER, Shivaji Univerity, Kolhapur	Distinction
B.Com.	1993	N.G. Bedekar College of Commerce, Thane, Mumbai University	First Class
H.S.C. (Commerce)	1990	N. G. Bedear College of Commerce, Mah. Board	First Class
S.S.C.	1988	Saraswati Secaondary School, Thane	Distinction