

M.D.S. PRABU

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Executive Summary

I am a content manager with the IT and cyber security subsidiary of Reserve Bank of India. I am a published author of "The Philippines on 40\$ a day," an e-book and a content writer for more than nine years. I have written articles for newspapers, websites and brochures. I have organized corporate and lifestyle events both in India and abroad. I have basic proficiency in Mandarin Chinese (Spoken).

Employment Experience

Manager, Content Writer, Reserve Bank Information Technology Pvt Ltd, Mumbai, India (January 2018 to till date)

- Edit and publish the monthly newsletter on cyber security
- Assist in public policy communication through write-ups for stakeholders
- Created the copy for corporate video
- Creating work products to promulgate the organization's objective of building and strengthening cyber resilience of Reserve Bank of India and Indian banking system
- Managing online and social media communication strategies for the organisation
- Organised and promoted Business Leaders' Forum (BLF) to sensitise the senior management and board of directors of Indian commercial banks and Urban Co-operative banks on operational and cyber risks
- Prepared policy manuals (code of conduct, social media communication) for corporate center and marketing functions
- Create content in the company's website, micro websites and digital assets, edit and write blogs and playbooks on technical and non-technical topics

Assistant Conference Producer, Times Strategic Solutions Limited, (November 2016 to January 2018)

- Conceptualised conference themes based on business intelligence, market research, conference calendar and requirements from sales team
- Prepared concept notes, agenda, messaging theme for the business events of ET Edge
- Invited senior representatives of various companies, governments in India and abroad to participate in the standalone-sessions, panel discussions at the business conferences
- Prepared the opening speech for the company's spokesperson and the script of the Master of Ceremony

Senior Associate Online Content, Allied Worldwide Business Solutions (P) LTD, Bangalore, INDIA (Mar, 2012 to May, 2013)

- Managed the Content Calendar
- Wrote the content of marketing collateral like case studies, white papers, website, EDM and intranet

Executive - Content Management, Thinksoft Global Services Ltd., Bangalore, INDIA (Nov, 2008 to June, 2011)

- Supported the development of brand strategies and marketing plans across the organization

- Developed brand identity and related positioning and messaging to help inform the creative process (Marketing collateral for events, proposals, presentations, website content, press releases to name a few)

Asst. Consultant, Ma Foi Academy, Chennai, INDIA (June, 2007 to July, 2008)

- Edited and proofread the corporate and institutional training manuals prepared by in-house and freelance trainers
- Prepared press releases, advertising campaigns and marketing brochures

Correspondent and Copy Editor, Times Response, Chennai, INDIA (Jan, 2007 to May, 2007)

- Wrote trend stories on corporate world, cinema and lifestyle features in “ET Madras Plus” (a supplement with “THE ECONOMIC TIMES” newspaper)
- Managed and edited “Times Neighbourhood” (a supplement with “THE ECONOMIC TIMES” newspaper)

Content Specialist, Crewind Technologies Pvt. Ltd., Chennai, INDIA (Sept, 2005 to Dec, 2006)

- Wrote the content of the company’s official website
- Edited the articles, written by freelancers and in-house team

Freelance and Internship Experience

Consulting Editor (Freelance), Roof & Facade Pte Ltd, Singapore, (August, 2015 to October, 2015)

- ✓ Edited and coordinated the publication of the company’s monthly magazine
- ✓ Wrote feature articles and event reports in the magazine
- ✓ Represented the company at trade events in Singapore and Malaysia

Intern - Assistant Copywriter, KalaClub Pte Ltd., Singapore (June, 2014 to September, 2014)

- ✓ Created digital content in the company’s Facebook page and website
- ✓ Prepared SWOT analysis of events and event contracts
- ✓ Managed the vendors and props of events
- ✓ Managed co-branded marketing initiatives
- ✓ Wrote feature articles (interviews) in the company’s newsletter

International Participant – Exchange Program (Explore Philippines) AIESEC Ateneo de Manila University, Manila, Philippines (Dec, 2011 to Jan, 2012)

- ✓ Planned a study tour across Philippines and traveled on backpacks to observe the local culture, places of historic, cultural and tourist interests
- ✓ Authored an e-book

Certifications

- Post Graduate Certificate in Advertising Management and Public Relations (PGCAMPR), Mudra Institute of Communications, Ahmedabad (2009-2010)
- Inside Xi’s China, The Takshashila Institution (2019-2019)

Educational & Professional Development

- Master of Mass Communication, Nanyang Technological University, Singapore (2013-2014)
- Post Graduate Diploma in Media Presentation, Academy for Cumulative Excellence, Loyola College, Chennai, India (2004-2005)
- Bachelor of Arts in Corporate Secretaryship, Loyola College, Chennai (2001-2004)

Writing Samples

<https://rebit.org.in/blogs/indian-millennials-and-payment-technology>
<https://mailchi.mp/ebcd94e8fb14/cyber-pulse-vol-i-issue-1151403>
<https://mailchi.mp/7e1f1f5ba2f3/cyber-pulse-vol-i-issue-514119>