

JASYANTHRI NADARAJA

CONTENT WRITING / COPY EDITING / PROOFREADING / COPYWRITING

Key Skills

1. **Writing:** Content, Web, Copy (Advertising), Creative
2. **Editing & Proofreading**
3. **English Language Training/ Teaching**
4. **Designing:** Brochures, Flyers, Posters
5. **Research & Fact-checking**

Technical Skills



Language Skills

LANGUAGES	Understanding		Speaking	Writing
	Listening	Reading		
ENGLISH	10/10	9/10	9/10	10/10
MALAY	8/10	9/10	7/10	7/10
TAMIL (Native)	6/10	0/10	3/10	0/10

Education



1. **Bachelor of Communication in Journalism / Advertising (2nd Upper Class Honours)**
Universiti Tunku Abdul Rahman (UTAR),
Petaling Jaya, Malaysia, 2002 - 2005
2. **CELTA (Certificate of English Language Teaching to Adults)**
British Council, Kuala Lumpur,
Malaysia; *Cambridge English Level 5 Certificate in Teaching English to Speakers of Other Languages (QCF)*,
May 2015

Personal Details



Profile Summary

Collectively more than 11 years of work experience in publication, writing, editing, designing, and training in the hospitality and tourism industry, education industry and publishing industry. Excellent written and verbal communication skills with the ability to work independently as well as flexibly and effectively, within a team-based environment, with multinational individuals. Expertise in sizing up assignments, creating a timeline and producing high quality content within deadline. Proficiency in MS Office, Adobe CS6, HTML, and Photography. Brings resourcefulness, a can-do attitude and dynamic personality to work.

Professional Experiences & Accomplishments

Associate English Language Trainer & Senior Executive - HR Communication

Genting Malaysia Berhad (Genting Highlands, Pahang, Malaysia); Sept 2007– Current

- **Sub-editor & Writer of In-house Newsletter.** Managed and published over 100 issues. Edited and wrote articles; conducted interviews for features; photography; planned and supervised overall newsletter layout; liaised with contributors; and managed distribution.
- **Copy Editor & Proofreader.** Performed copywriting, copy-editing and proofreading on write-ups, recruitment ads, articles, and memos for all HR divisions. Drafted speeches and messages on behalf of the company President/ DCOO/ SVPs/ HODs on various occasions, as and when required.
- **English Language Trainer/ Teacher.** Developed training modules, lesson plans, training materials and worksheets; conducted training programmes for executive-and staff-level employees.
- **Main Content Administrator For Intranet (GGIP) & Content Manager of HR Portal.** Monitored and edited contents for GGIP contents from Resort-wide users. Updated and maintained content for HR pages and sub-portals. Provided effective technical support and solutions to GGIP users.
- **Coordinator/Facilitator of Executive Orientation Programmes.** Planned, coordinated and conducted orientation every two months for all new executives at the Resort. Liaised with various department heads on presentation slides and familiarisation tours.
- **Media Schedules & Advertisements Coordinator.** Managed and coordinated recruitment advertisements and other HR-related ads. Advised HR Manpower team on appropriate advertisement dates, collated recruitment materials and coordinated media schedules and creative visuals. Proofread advertisements before releasing for publication.
- **Employee Engagement.** Compiled and analysed survey data on employee engagement for various departments. Generated reliable results and proposed recommendations based on the survey outcome.

Previous Experiences

- **Junior copywriter** with Limkokwing University (agency division) – Malaysia Design & Innovation Centre (MDIC)
- **Radio script-writer** with ASTRO (M) Sdn Bhd media
- **Writer** with AMG Media (Kombinasi Pasific (M) Sdn Bhd) – Lifestyle and business magazines publisher
- **Intern reporter** with The Star (M) Publications (English medium newspaper)
- **Substitute / assistant teacher** with Fairview International School, KL

Interests:

