

Jairam N Pai

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A Wordsmith by passion, a speaker with motivation and a professional with rich experience, seeking an opportunity to excel as a copywriter or content writer.

Professional experience

Content writing for a digital and multimedia agency

Content writer with The Information Company

Jan 2017 onwards

Writing content including blogs, case studies, magazine articles for website, intranet, newsletters, digital magazines, etc. designed for employees, prospective customers and the media.

Content writing for online Life insurance

Content writer with Edelweiss Tokio Life Insurance

Feb 16 - Jan 2017

Writing content for website and other promotional material like blogs, mailers etc designed for the digital audience with an aim of converting prospects to customers.

A creative approach to medical communication

Sr Copywriter with Point Blank advertising Pvt Ltd

July 15 - Jan 2016

Point Blank is a healthcare communication agency which specialises in communication for healthcare providers & pharmaceutical companies.

Achievements:

- Conceptualised and executed the brand communication for a new product of a client in the field of antibiotics.

An entrepreneur willing to go the extra mile for his business

Self Employed with The Sea Advertising

Apr-12 to Feb-15

An advertising agency involved in offering 360 degree media solutions through designing & executing brand promotion campaigns for clients. Our core competency was designing creative ads for usage in hoardings, print, handouts and other such collaterals.

A trainer with the task of engaging with the frontline sales personnel

Field Sales Trainer - Idea Cellular Ltd

Feb-11 to Apr-12

Achievements:

- Initiated the process of training for frontline field personnel in Mumbai.

From Sep 2008 to Dec 2010, I took a break from full-time employment to pursue my interests in creative writing and training. During this period, I was engaged in some assignments, on a freelance basis:

- Jan-11 to Feb-11 - English Trainer at Mangalayatan University, Aligarh with IndiaCan-Delhi (A Pearson-Educomp JV).

- Feb-10 to Oct-10 - Faculty Trainer for Toyota Kirloskar Motors with NIIT Ltd.
- During Nov-10 - Sales Trainer for Vodafone with KAASH consultancy, Mumbai.

***A mentor to the young collections team
Dy Manager - Collections - Axis Bank Ltd
Jun-07 to Aug-08***

Achievements:-

- Initiated collection efforts for automobile loans through repossession.
- Introduced a transparent mechanism for agency handling & reporting.
- Introduced a mechanism for timely and accurate vendor bill management.

***A focused and system-driven approach towards collections
Collection Manager - ICICI Bank Ltd
Sep-05 to Jun-07***

Achievements:-

- Achieving a high score of compliance during audit exercises.
- Introduced a mechanism for timely and accurate vendor bill management.
- Independent supervision of the legal requirements of collections department.

***A ruthless salesperson with total commitment towards numbers
Area Sales Executive - Blow Plast Ltd
Sep-03 to Sep-05***

Achievements:-

- Received a certificate of merit for target achievement in first quarter of 2004-05.
- Achieved the highest incentive slab for Mumbai region in third quarter of 2004-05.

***A target-oriented and efficient salesperson
Territory Sales In-charge - Asian Paints (I) Ltd
Feb-00 to Sep-03***

Achievements:-

- Initiated demand generation activities for generating exterior paint sales.
- Quadrupled the actual sales of exterior paint products in Raigad territory.

***A never-say-die approach towards selling
Field Sales Representative - Blaze Finalysis Pvt Ltd
May-97 to Dec-99***

Educational Qualifications:-

- Aug-09 - Completed MBA in HR from ICFAI University, Dehradun(DLP)
- Apr-97 - Completed B.Com from V.E.S College, Mumbai (Bombay University)

Professional Credentials:-

- Sep-08 - Certificate of Excellence from **KAIZER - Mumbai** for participation in the four day 'Train the Trainer' workshop.
- Dec-10 - Awarded the Advanced Diploma in Creative Writing(English) from Symbiosis

Centre for Distance Learning with distinction.

Functional & personal attributes:-

- Grass root level & frontline experience.
- Passion for drafting & writing.
- Love to engage with an audience.
- Deadline-driven methodology towards given tasks.
- Sharp observation powers.
- Good oratorical skills.
- Willingness to work with new people in new environment.
- Excellent relationship building and interpersonal skills.

Languages Known - English, Hindi, Marathi, Bengali and Konkani

Personal Information - Born on 28th September 1977, Married

(References - On Request)