

Poornima Jayaraman
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Personal Objective: To ideate, write, edit, analyze, research and create excellent stories, concepts and works of fiction and non-fiction, across diverse media platforms, with creativity and sensitivity. To challenge existing standards of copy and explore new frontiers in creative writing and interactive storytelling.

Writing Background: With over six years of writing experience in a variety of platforms, my feature and lifestyle articles have been published in magazines, newspapers and websites. I have also written creative copy for print ads and scripted ad films, corporate films, non-fiction documentaries and fiction melodramas for television. Currently I am the editor of a regional health magazine.

Academics:

- M.S. – Masters in Immersive Mediated Environments (MIME), with a specialization in Interactive Storytelling, Dept. of Telecommunications, Indiana University, Bloomington, U.S.A. (August 2003 – July 2005.)
- Diploma in Film Appreciation from the FTII (Film and Television Institute of India) in collaboration with the NFAI (National Film Archives of India) - Pune, India. (May-June 2001)
- M.Cm.S. – Masters in Communication Studies, with a specialization in Video Production, Department of Communication Studies, University of Pune - Pune, India. (1999 - 2001)
- B.A. – Bachelor of Arts in English Literature, with a specialization in Journalism, Stella Maris College, Chennai, India. (1996 - 1999)
- Proficient in MS Office. Have a fundamental understanding of Dreamweaver, Adobe Photoshop, Adobe PageMaker, In Design, Macromedia Flash and Director. Comfortable working on both a PC and a MAC.

Professional Writing Experience:

- Editor, The Southern Health Magazine (www.southernillinoisan.com/health)
Special Projects Writer, The Southern Illinoisan (www.southernillinoisan.com)
March 2006 – To date

My job responsibilities as editor, include developing an editorial plan, identifying and allocating stories to freelancer writers, writing the cover story and other important stories, editing the magazine, guiding my graphic artist, networking with healthcare professionals, constantly improving the quality of the magazine and being responsible for all content published in the health magazine. From time to time, I take on “special projects” where I write advertorial copy for special sections produced by the advertising department at the Southern.

- Subject Matter Expert (SME) – Maximize Learning (www.maximizelearning.com)
November 2005 - March 2006, Carbondale, IL, USA
 Developed, wrote and edited content for interactive, non-linear, learning based programs. The project I worked most on involved creating interactive learning units (outlines and script) for children in grades 4 to 6. The client was Riverdeep. The job was full-time, but on a telecommute basis, where I worked from home.
- Scriptwriter and Producer – Dept. of Telecommunications, Indiana University
Spring 2004, Bloomington, IN, USA
 I produced and scripted a 26-minute documentary on pawn shops entitled “Hocked! Pawn Industry in America” that was telecast on PBS in November 2004.
- Feature Writer – Gurlz (www.gurlz.net),
October 2002 – August 2003, Mumbai, India.
 I regularly wrote feature articles and cover stories for ‘Gurlz’ – a bi-monthly print magazine owned by the Darmilla Group and did stories on Lifestyle, Health, Gender Issues and other Human-Interest areas. I also did Humor Pieces, Short Stories and Book Reviews for the magazine and took up some sub-editing work on a freelance basis.
- Content Writer - Tata Interactive Systems (www.tatainteractive.com),
November 2002 – April 2003, Mumbai, India.
 My job profile at Tata Interactive Systems - The world’s leading e-learning company - involved using my abilities as a writer and writing copy for computer based learning programs for clients, ranging from educational institutions to Corporates.
 I was involved in developing and revamping an educational program for Steck-Vaughn, a Harcourt Company – called **Learning 100** - targeted at high school dropouts and immigrants in the United States, who seeked to improve their reading and vocabulary skills in order to take the GED Exam.
- Screenplay Writer – Balaji Tele Films Limited (www.balajitelefilms.com),
September - October 2002, Mumbai, India.
 The contractual job entailed writing the script and screenplay for 20 episodes of ‘Kutumb’ – a daily 30 minute series aired on Sony TV. The premise revolved around a young couple who fall in love and battle all odds (family pressures, financial pressures, negative forces, death and disease) to stay together. A contemporary, youthful, melodramatic TV Series, ‘Kutumb’ was rated #2 on Sony TV and aired Monday to Thursday, 9:30pm IST.
- Creative Executive - Crest Communication Limited (www.crestindia.com),
July 2001 – August 2002, Mumbai, India.
 This multi-faceted and intense job entailed writing across media platforms. At Crest I had two writing functions: corporate and creative writing. On the corporate side of things I scripted several corporate films, created all website content, edited and proofed the company's annual report, crafted formal proposals to clients, and helped the marketing team create and edit multimedia presentations.
 On the creative side of things I wrote scripts and concept notes for possible Animation films, TV Shows (Fiction and Non-Fiction), Ad Films, Interstitials and Music Shows that Crest could possibly produce.
- Film Writer – 3to6, a film based website (www.3to6.com)
June 2000 - August 2000, Mumbai, India.

I did profiles, interviews and wrote reviews and humor columns based on fashion and style in Indian Cinema. This 3-month traineeship was part of my college internship program.

- Freelance Feature Writer - The New Indian Express, (www.indianexpress.com)
October 1997 - June 1999, Chennai, India.
My feature articles appeared as cover stories in the 'Express Week' - a Saturday supplement and the 'Youth Express' - a Thursday supplement, of 'The New Indian Express'.
- Copywriter with Goldwire Communications (www.goldwire.com)
June 1997 - June 1999 (part-time), Chennai, India.
I wrote web copy for MRF Exports, MRF Nylogrip Zapper, Norprotex, and Fantasy Magazine's Webpage. I scripted an audio visual for the national launch of TVS Electronics' newest product, the StartUPS – J and created a character called 'Electribad'. I also handled the agency pitch, from the Creative side, for Accel's Mastermind Computer. Other Clients I wrote for include, MRF Tyres, TVS Electronics, Konica, Whizz, Zuari Cements, CII, Bitech.

Teaching Experience:

- Associate Instructor – Dept. of Telecommunications, Indiana University, Bloomington
I taught and graded four undergraduate classes on "Children and Media", "The Surreal World of Reality TV", and "Telecommunications - Policy and Effects".
(September 2003 – July 2005)

Other Interests:

- Blogging
- Writing stories for children
- Freehand illustrations of fairytale characters
- Music - I'm an amateur guitarist and also sing light *Hindustani Classical* music.
- Creative writing and poetry.
- Traveling and discovering new places.