



JEM ELIZABETH MATHEW

CONTENT WRITER | EDITOR | TRAINER

PERSONAL PROFILE

A competent and an organized individual with many years of content management and training experience. With a positive attitude, strong work ethic, and keen desire to learn and grow, I completely understand the importance of organizational objectives, and therefore my aim is to be a “catalyst of change” in any organization that I work for.

DOB : 28/06/1987

NATIONALITY : INDIAN

LANGUAGES : English,
Hindi, Malayalam, Tamil

WORK EXPERIENCE

FREELANCE WRITER | ELVTR E-learning Company

OCTOBER 2020 - PRESENT

- Researches industry-related topics
- Works closely with the editorial team to discuss the topics to publish
- Develops creative content for Elvtr blog (byline available)

FREELANCE EXECUTIVE EDITOR | Technology Innovators Magazine

MAY 2018 - PRESENT

- Creates interview questions for C-level executives and other business leaders
- Develops content for magazine editorials, business profiles, and cover stories (byline available)
- Works closely with sales and design teams to edit content, ensure quality, and implement changes in a timely manner

EDUCATION

- Msc. Clinical Psychology
- Sampurna Montfort
College, India (2010)
- BA Journalism,
Psychology & Computer
Science - Kristu
Jayanthi College, India
(2008)
- Internship at Indian
Express news paper,
Kerala, India (2009)
- Internship at KIMS
Hospital - Psychiatric
ward, India (2010)

CONTACT

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PUBLICATION SPECIALIST | UAE Exchange, Dubai, UAE

OCTOBER 2018 - DECEMBER 2020

- Contributes ideas and concepts to create and update organizational communications
- Prepares presentations and regularly updates reports, materials, charts, financial or business information and statistics for external or internal use
- Plans and manages internal events
- Manages press conferences for UAE operations
- Develops content and ideas for marketing campaigns and promotions of products
- Coordinates with different department heads to obtain relevant information on new initiatives/products and draft internal communications and press releases
- Amends, edits, and proofread content in response to feedback from within or outside the department

CONTENT & EVENT MANAGER | SPI Greatsands Group, Dubai, UAE

NOVEMBER 2017- FEBRUARY 2018

- Conducts substantive content editing
- Monitors and enhances SPI's digital assets by developing world-class content for B2B magazines, social media, and websites (byline available)
- Frames questionnaires and conducts interviews with C-level executives in UAE for magazines
- Manages key customer relationships in terms of interviews and research
- Works closely with the designer and web developer for magazine and website design
- Event Management: Coordinates with speakers, develops invitation letters

AREAS OF EXPERTISE

- Content Writing
- Training
- Content Editing
- Interviewing
- Counseling
- Event Management

PROFESSIONAL SKILLS

- Online IELTS Training
- Freelance Writing
- Blogs Writing
- SEO Research

TECHNICAL EXPERTISE

- MS Applications
- InDesign Basics

IELTS BAND SCORE

- Listening: 8
- Reading: 7.5
- Writing: 8
- Speaking: 8
- Overall Score: 8

- Coordinates with business experts for an editorial think tank
- Develops event agenda and topics for the master class, panel discussions, and keynote speakers
- Coordinates with PR agencies

ASST. MANAGING EDITOR | SiliconIndia, Bangalore, India

JUNE 2014 - JUNE 2017

- Develops and edits content (copy + substantive editing) for cover stories, business profiles, and editorials (byline available)
- Manages the business & technology magazines CIOReview (cioreview.com) and SiliconIndia.
- Manages implementation, generation, and distribution of style sheet and editorial process documentation
- Supervises and trains asst. editors on writing and editing
- Manages freelancers in India & U.S.—setting milestones, coordination, and payment
Coordination: Conducts daily and weekly status meetings.
- **Lead conversion and sales:** CIOReview magazines (CA, US)
- Contacts potential clients to present the benefits of reprint brand package
- Builds database for sales and conducts market research
- Conducts interviews with C-level executives in the U.S. and prepares questionnaires for interviews

“CAREER STATEMENT

I feel that my greatest strengths are firstly my strong commitment to providing a professional service to fellow colleagues. Secondly, my skill at developing and maintaining a close working relationship with people from all social backgrounds, which in turn helps me to gain an in-depth understanding of their individual needs. Thirdly, my real passion to train and educate, an obsession which allows me to equip people and develop best practice processes.”

CONTENT EDITOR | ANSR Source, Bangalore, India

JUNE 2011 - JUNE 2014

- Manages and creates of eBook and question banks for students in the US
- Conducts academic editing/content editing for eBooks
- Conducts proofreading and content editing (Chicago Manual of Style)
- Accuracy checking and quality analysis

R&D WRITER AND LIFE SKILLS TRAINER | PeoplePro Trainers and Consultants, Bangalore, India

JULY 2010 - MARCH 2011

- Manages module grid creation for Life Skills Program for students
- Coordinates with designer and implementer for module or workbook execution
- Creates assessment formats and execution of the same
- Conducts Life Skills Training using experimental learning
- Conducts counseling & workshops for parents
- Creates content for CAMPULSE (A children's interactive Newspaper)

Published articles / magazine (online/print) available on request