

RÉSUMÉ

Name : Julious Christopher Periasamy Rassou
Father's Name : Rassou Arockianathan
Gender : Male
Date of Birth : 14 May 1974
Marital Status : Married
Contact Details



Permanent/Postal Address : 15, 2nd Cross Street,
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Chennai Residence : 3, Nagalakshmi Street,
Thiruchendur Nagar, Old Pallavaram,
Chennai - 600117. INDIA

LinkedIn Profile URL

<https://www.linkedin.com/in/icprassou-contentwriter/>

Post-Graduation, UG, and Schooling

- 1998 to 2000 - Master of Tourism Administration (MTA - Full-time PG)
Pondicherry Central University, Puducherry.
Passed in First Class.
- 1994 to 1996 - MA English and Comparative Literature (Full-time PG)
Pondicherry Central University, Puducherry.
Passed in First Class.
- 1991 to 1994 - BA English (Full-time UG), Tagore Arts College, Puducherry.
- 1991 - Higher Secondary
Petit Seminaire Hr. Sec. School, Puducherry.
- 1989 - Matriculation
Petit Seminaire Hr. Sec. School, Puducherry.

Languages Known

- English - Fluent/Advanced Level to read, write, speak, and comprehend.
- Tamil (Native) - Fluent/Advanced Level to read, write, speak, and comprehend.
- Hindi - Beginner Level to speak and comprehend.

Professional Experience

April 2023 (currently working here)

Procedure Writer/Publisher,

Wells Fargo International Solutions Pvt. LTD., Chennai. INDIA

Role Description:

- Verifying the final draft against a standardized checklist for quality.
- Using Open Text WEM software, channeling and publishing the content to reach the intended audience for appropriate access and adherence.
- Coping with the continuous improvement drive of the bank, applying undivided focus on the constant changes and subtle nuances to the process, and successfully adhering to the same.
- Initiatives:
 - Gathering and circulating weekly insights among the team.
 - Hosting the periodic team standup meetings.
 - Participating in internal Risk Expos to explain the team's role in mitigating and preventing risk.

<https://www.wellsfargo.com/>

March 2021 to March 2023

Content Editor,

Tag India Pvt Ltd., Chennai. INDIA

Role Description:

- Consistent with the prescribed process, maintained the Digital Asset Management (DAM) library for the pharmaceutical company, Sanofi.
- Using their Content Management platform, uploaded, updated, and deleted digital assets and the respective metadata for the hassle-free access and action of all concerned stakeholders.
- Tasked to be the team leader's backup.
- Constantly offered process-related guidance and support to the team.
- Led the team of five when the team leader was indisposed or out of the office.

<https://www.tagww.com/>

October 2020 to December 2020

Content Writer,

Roadmap IT Solutions Pvt. Ltd., Puducherry. INDIA

Role Description:

- Created SEO content for the company's website and its online and offline business and marketing strategies.
- Targeting decision makers, wrote case studies, blogs, articles, white papers, and email campaigns for the company's ERP product.
- Crafted social media marketing content to drive the digital marketing strategy.

<https://roadmapit.com/>

September 2019 to September 2020

Creative Writer,
ICT Academy, Chennai. INDIA

Role Description:

- Created articles on diverse subjects for the Academy's flagship online magazine, ICT Connect.
- Transcribed the expert advice/speeches from the Academy's industry-institution interfaces in alignment with the language standards of the magazine and the caliber of the target audience.
- For language and grammar hygiene, edited the Academy's periodic journals that published research papers submitted by scholars from across the world.

<https://ictacademy.in/pages/index.aspx>

March 2017 to September 2019

Content Writer,
Roadmap IT Solutions Pvt. Ltd., Puducherry. INDIA

Role Description:

- Interviewed the internal SMEs and researched online sources to create SEO content for the company's website.
- Targeting decision makers, wrote case studies, blogs, articles, white papers, and email campaigns for the company's ERP product.
- Crafted social media marketing content to drive the digital marketing strategy.
- Initiatives:
 - Corporate communications.
 - Drafting replies for RFQs based on expert advice.
 - Training recruits for soft skills.

<https://roadmapit.com/>

Certifications

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|-------------------|---|
| 2019 (Oct to Dec) | - Digital Marketing Basics Focus'd IT Academy (FITA), Chennai. |
| 2004 (May to Oct) | - Diploma in Advanced Airline & Travel Agency Program Institute of Airlines and Travel Agencies, Chennai. Passed with First Rank |
| 2005 March | - IATA/UFTAA Foundation Diploma including Electronic Booking Tools Offered and assessed by IATA, Montreal, Canada. Passed papers 1 and 2 in the first attempt |
| 1997 to 1998 | - Diploma in Software Management Aptech Computer Education, Puducherry. |