



RAMANATHAN RATHNAGIRI

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 [LinkedIn](#)

Professional Summary

Experienced and detail-oriented media operations and content management professional with over **14 years** of proven expertise in digital content publishing, CMS workflows, audio/video editing, and technical support. Adept at leading end-to-end content lifecycles, coordinating with cross-functional teams, and ensuring high-quality content delivery in fast-paced media environments. Strong technical foundation in hardware, software, and multimedia tools with a commitment to process efficiency and continuous improvement.

Core Skills

- Content Management Systems (CMS)
 - Digital Content Publishing & Scheduling
 - Audio & Video Editing (Audacity, basic tools)
 - Metadata Management & Quality Control
 - Adobe Photoshop
 - MS Office Suite (Word, Excel, PowerPoint)
 - Computer Hardware & Troubleshooting
 - Team Coordination & Workflow Optimization
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Professional Experience

Content Operations Executive

Chiimedia Pvt Ltd | Bangalore | [March 2013] – Present

- Lead daily content scheduling and publishing using CMS tools.
- Ensure timely deployment of quizzes, audio stories, and digital media.
- Perform quality checks on media assets (video/audio) before release.
- Edit audio content using Audacity for platform-specific requirements.

- Maintain Forward Planning Charts (FPC) and metadata documentation.
- Support video editing, timestamping, and technical issue resolution.

Content Publisher (CMS)

Tata Sky Ltd (Tata Play) | Bangalore | [March 2011] – [July 2012]

- Oversaw CMS-based publishing for Tata Play FunSchool content.
 - Ensured accuracy, formatting consistency, and timely uploads.
 - Coordinated with product and technical teams to optimize scheduling.
 - Resolved content discrepancies and improved error-handling workflows.
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Education

MBA in Commerce (B.Com + MBA)

National Institute of Business Management (NIBM)

Graduated: 2019 | Final Score: 90%

Certifications

- Computer Hardware & Networking – *Jetking Pvt Ltd*
 - Tally Accounting Software – *NICT*
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Languages

- English
 - Kannada
 - Tamil
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Interests

Cricket, movies, reading newspapers, following sports news.

Additional Information

- Specially abled: Hearing impaired and managing effectively with the use of a hearing aid.
- Strong communication and collaboration skills developed through adaptive strategies.
- Open to inclusive and diversity-focused workplaces.