

NEENA DAYAL

Career Summary:

- Creative & Knowledge Management Consultant serving global clientele.
- Headed a Media Production House.
- Writing creative pieces for diverse media like print, ads, films, and Internet.
- Written, directed, and acted in short fiction, documentary, and corporate films.
- Performed self-written short stories on All India Radio.
- Extensive reading, researching, writing, editing, and consulting experience.
- Member of Film Writer's Association of India.

Key Skills and Accomplishments:

- English is my native language.
- In-depth research is my forte.
- Variety is my strength.
- Timely and insightful consultations are my contractual obligation.
- Communication in English and Hindi – verbal, non-verbal and written.
- Profound Contemplation – expansion of thought process in new directions.
- Leadership and Entrepreneurial skills.
- Broad based Management skill set; specifically, in Human Resource Management and Marketing.
- Writing with journalistic interest, mainly featured stories, interviews, art critiques, book reviews and observational pieces.
- Writing articles on the topics of leadership, teamwork, motivation, personality development, physical and mental wellness, relationship related stress management and other areas of concern in today's world.
- Legal research and writing on topics of cyber law, environmental law, corporate law and others.
- Writing fiction, mainly short stories in English.
- Writing poetry in Hindi and Urdu languages.
- Copy writing.
- Script writing, mainly for documentary films, training films and short fiction films.
- Long-term associations are my accomplishment.

Career Direction:

1) I have had an illustrious career in the Media and Communications Industry for the last fifteen years. I have vast experience as a writer. **My expertise are in researching, editing, journalism, copywriting, and scriptwriting for diverse media right from print to ads to films to the Internet.** Along with the diversity in media, I have also had the opportunity to work on varied subjects. My Company, **WordPep Advantage**, (www.wordpep.com) **provides Creative & Management Consultancy in various fields to a global clientele.** This company projects a dedicated concept emphasizing that the written word is the first introduction to the world. Whether it is a business card, a brochure, or a website, one is introduced to the world by means of the written word. I can give a brilliant identity to any company or individual with the help of my writing abilities, creative vision, and academic background in management and advertising & publicity.

2) **I have read extensively, researched and written numerous articles on the topics related with ethics and discipline, psychology and relationships, financial success, emotional accomplishments, management proficiency, leadership talent, motivation, teambuilding, market research, personality development, customer relations, communications, conflict resolution and negotiation, Yoga and meditation, and many others.** After doing so, I have discovered an ardent interest in the study of the subject of success, as a wholesome force.

3) **I have now started writing a series of e-books covering the subject of “Achieving Perfect Blend of Management and Spirituality.”** These e-books cover a wide range of sub-topics like “conversation and first hand impressions”, “losing control with meditation”, “humane leadership”, “ethics and moral fabric of individual and society” and many others. The major differences with my material and the others flooding the marketplace are - it is always told with a story. This is because I love writing stories. Every human life has a story so I felt the best way to write material with messages was to weave it around relatable stories rather than putting it across as a “ten things to do and twenty things not-to-do way. I plan to sell my e-books online very soon.

Future Targets:

1. I am interested in **all kinds of writing opportunities for print, ads, films and the Internet. These may include articles, e-books, books, sales letters, newsletters, copywriting, film script writing, blogs, journals and others.**

2. I have **experience in corporate trainings**, which were mainly conducted for the hospitality sector in Goa, India. I am interested in **available opportunities for**

corporate and personal trainings including creating materials and conducting the training sessions.

3. I am also interested in **conceptualizing and conducting audio-visual programs in English mainly for television and radio and for training films and documentary films.** I can **conceptualize, create, and host talk shows and interview programs** on several topics involving my wide expertise for a diversified audience.

Professional Portfolio (from 2009 dating back to 1993):

(Ongoing assignments where dates are not mentioned)

1) Presently providing Management and Creative Consultancy for Austria based company, **JunctionBuzz** (www.junctionbuzz.com), a new social networking company from Austria. The job includes conceptualization, content provision and update, publicity and progress of the website. My profile is available on the "Team JunctionBuzz" tab.

2) Presently providing Management Consultancy and business and copy writing for China based company, **Alibaba.com** (www.alibaba.com); including press releases, online reports and strategic management reports.

3) Presently writing specialized trade show event reports for the German company **Expo-port GmbH** (www.expo-port.com). This is an association of more than one year. I am also responsible for providing admin support to them by editing and maintaining currency of their entire trade show database.

4) Presently writing several e-books on motivational, self-help and personal development topics for corporate and personal applicability. Creating training manuals, e-books, scripts for CDs on the topics of "**Achieving Perfect Blend of Management and Spirituality.**"

5) Writing legal papers, dissertations, theses and doing legal research from time to time, as and when an opportunity arises. Mainly done projects on cyber laws, environmental laws and corporate laws in European countries, USA, and some Asian countries like Malaysia and India.

6) From 2008 - 2007 written series of SEO compliant articles for the Australian company, **AVision Concepts.**

7) From 2008 - 2007 researched and wrote Market Research material for the Australian company, **AVision Concepts.** This work involved creating Glossaries of Market Research Terms, writing the Frequently Asked Questions about Market Research, and reviewing and writing about multitudes of market research websites. Some reviews are available on <http://freepaidsurveys.co.uk/>.

8) From 2008 – 2004 written documentary film scripts for several Indian government organizations like **National Centre for Antarctic and Ocean Research (NCAOR) and National Institute of Oceanography (NIO)**. One such film is available on www.nio.org under the link “Sagar- A pocket book.” Also wrote scripts for technical training films for many organizations. Like, for **IFB Industries Ltd**, for their washing machine division.

9) In 2006 written and directed a short fiction film for a short filmmaking competition “25 Frames” organized for **37th International Film Festival of India (IFFI)**. This film was based on one of my short stories. It attained high critical acclaim and was screened many times on television. I also played a central character in this film.

10) In 2006 written complete sections on Yoga, Meditation and Spirituality on www.ayushveda.com comprising more than 300 articles.

11) From 2006 – 2002 **headed the Media Production House, Vinsan Graphics Production, in Goa, India**, before starting my own company. The organization has an Advertising Agency and a fully equipped Film Production Unit. The job included writing copy for print publicity materials and writing film scripts for ads, documentaries and corporate films in English and Hindi. I also looked after the organization’s business development.

12) From 2006 – 2002 Designed and executed many **Public Awareness Campaigns** signifying relevant partnerships between public and private enterprises.

13) From 2005 - 1997 worked as a **freelance journalist and writer**; writing regularly for the prestigious veteran **monthly magazine “Goa Today”**. Doing exclusive featured stories and interviews for **Goa’s leading English Daily “Herald”**.

14) In 2004 worked as the Editor of **weekly English supplement “Groove”, Goa’s first lifestyle magazine** from **Tarun Bharat Publications**. Independently handled the content gathering, compilation and editing. My regular columns included featured stories, political interviews, book critique, art critique including performing arts and articles on social trends. In 2005 compiled and edited the yearly magazine **“Varuni”**, a publication of Naval Wives Welfare Association, Goa. The magazine is **bilingual** and contains sections in both **English and Hindi languages**.

15) From 2006 - 2002 regularly read my fiction works mainly short stories and short plays for broadcast on **All India Radio (AIR), ‘Akashvani’**.

16) From 1996 - 1993 worked as a Freelance Creative And Management Consultant for many advertising agencies at Kochi and Goa in India. **Independently conceptualized promotional campaigns for the Southern Railways, The Taj group of hotels and Marine Products Export Development Authority (MPEDA)** among others. Conceptualized and executed publicity campaigns for a new enterprise from **Laburnum Graphics** for the launch of their new international line of multi-utility products made out of eco-friendly handmade paper, to be retailed at

high-end lifestyle outlets. Suggested brand name, “**Nirvikaar**” for the product range and brochure design also.

Academics:

- 2004: MBA - Specialization in Marketing.
- 1995: Post Graduate Diploma in Public Relations and Advertising.
- 1991: Bachelor of Science (Botany, Chemistry and Zoology).

Contact Details:

Website: www.wordpep.com (There is a chat option there)

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References:

Refer to “Testimonials” on the website.

Reference contacts may be provided upon request.
