

VIGNESH RAGURAMAN

WHO I AM

Hi, I'm Vig! I'm an L.A. based word-lover specializing in creative and human-centric writing and editing. From 15 moves across continents, countries, states, and cities, I've spent my life exploring, learning and growing. I approach every day with the drive to do more and to help people tackle life with a little more confidence, in whatever way I can.

HOW WE CONNECT

(336) 692-1379
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WHERE I STUDIED

University of Central Florida Bachelor of Science in Business Administration '14

- Marketing major with a certification in Entertainment Marketing.
- Thesis project: created a line of business, individualized home care, within the pharmaceutical industry and developed an accompanying comprehensive marketing plan.

WHAT I HAVE

- A dedication to detail
- A steadfastly calm personality
- A penchant for language
- A distinct ability to fall down a research hole
- A foundational sense of honesty and truth
- A welcoming and open mind
- A keen eye on the deadline
- A love of lists starting with "A"

WHAT I KNOW

- Office, iWork, and Google Drive's suite of tools
- Watson and Mailchimp Email Marketing
- SurveyMonkey Platform
- BrightSpot CMS (Content Management System)
- Media Beacon DAM (Digital Asset Management)
- Celtx Media Pre-Production
- Working Salesforce, HTML, Adobe Photoshop, InDesign, and Illustrator knowledge
- English fluency and conversational Tamil proficiency

WHAT I'VE DONE

Media Marketing Manager

Ad Council [June 2015-September 2019]

Oversaw, wrote, and edited marketing materials on behalf of 40+ national public service advertising campaigns

- Drafted and edited marketing copy across Creative Services, PR/Social, Campaign Development and Media departments in varied voices, including different targets in the general public, Ad Council gala attendees, marketing professionals, and internal teams
- Led a team of copywriters in the creation of unique content pieces such as tabletop centerpieces, banners, step and repeats, and scripts for TV, Radio and Out-Of-Home PSAs
- Created new content and visuals for marketing materials, including annual calendar, quarterly catalog, and weekly marketing emails tailored to an audience of 20,000 high-level media executives
- Wrote for Ad Council's marketing blog and represented its marketing efforts at national conferences such as TVB's Forward Conference, NAB Show, and IBM Think

Headed an industry-leading B2B Social Sharing pilot program

- Worked with consultant group, Wunderman, to develop a first-of-its-kind plan to reach B2B contacts and have them share PSAs through social platforms
- Created and managed two smaller trials with the social campaign, Caregiver Assistance, to gauge industry viability
- Developed and conducted in-person, phone, and email interviews with TV and Radio media partners to steer the creation of B2B test and tools

Managed and improved Ad Council's digital distribution platform, PSACentral.org

- Co-lead a major facelift to the existing site to create a better user experience and bring the site to the forefront of the nonprofit industry.
- Contributed to the complete redesign of the site through participation in a listening tour, early project management, the gathering of internal feedback and design direction
- Worked with a larger team to move the site's base CMS, and accompanying DAM, to a singular system that cut down asset upload times from several hours to minutes, created a clearly defined organization of all assets and provided a seamless experience for the end-user.
- Lead PSA Central customer service, solving, logging, prioritizing and escalating issues, including download errors, file format problems, broken links, usability, and user journeys
- Kept site content fresh by updating promotional content, campaign and themed landing pages and contributing to overall digital distribution strategy and planning

Social Media Community Manager

Jackson Hewitt [December 2014- October 2015]

- Helped manage a national social media community by responding to client issues, ranging from IRS questions to specific tax filing inquiries, while using and defining a cohesive brand voice
- Reviewed and rehabilitated brand reputation through internal review aggregator & social listening