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**RESEARCH/TEACHING INTERESTS**

Creative Writing, Advertising Strategy & Creative Campaign Design, Social Media Communication, Content Creation & Visual Communication for Emerging Media Platforms, Audio Media Studies (Podcast Production, Radio Programming & Content Development).

**EXPERIENCE**

Assistant Professor, Division of Media, Karunya Institute of Technology and Sciences, Coimbatore, Tamil Nadu, India:  
June 2012 – Present.

**EDUCATION**

Degree	Branch / Specialization	University	Class	Mode	Year of Passing
<b>M.Tech.</b>	Multimedia Technology	Karunya Institute of Technology and Sciences	First Class	Full Time	2012
<b>B.Tech.</b>	Electronics and Media Technology	Karunya Institute of Technology and Sciences	First Class	Full Time	2010

**SUMMARY OF INTERNATIONAL JOURNAL & CONFERENCE PUBLICATIONS**

Year	International Journal Publications	International Conference Publications	National Conference Publications
2012-2025	1	-	-