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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
M.Tech.	Multimedia Technology	Karunya Institute of Technology and Sciences	First Class	Full Time	2012
B.Tech.	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	-	-