

SHUBHANYU JAIN

Content Writer | Content Editor | Graphic & Web Designer

The Basics

Arrival: March 1, 1986
Nationality: Indian
Gender: Male
Marital Status: Available
Languages: English, Hindi

Interests: Automobiles,
Computers, Music,
Photography, Technology

Member: Lions Club of Nadiad

Studies

B.Sc. Computer Science,
Annamalai University, 2011

English Literature, London
School of Journalism, 2015

Introduction to Philosophy,
University of Edinburgh, 2015

Experience

- ✦ A decade⁺ of freelance writing experience for diverse range of clients across the globe
- ✦ Extensive on-field and off-field research experience
- ✦ Published writer, readership circulation in 50 countries.

Noteworthy Clients

- ✦ Thomas Cook, UK
- ✦ Braap Motorcycles, Australia
- ✦ Seafood Business Magazine, USA
- ✦ MPEDA, Govt. of India
- ✦ Dharmsinh Desai University, Gujarat, India
- ✦ Indus University, Gujarat, India
- ✦ SVIT, Vasad, Gujarat, India.

Social Initiatives

- ✦ Will You Save Me

Will You Save Me is an initiative towards empowering the underprivileged section of women in the only sustainable way - enabling them with skills to work and earn their livelihood.

Through this initiative, we brought together a team of 25 women in Nadiad and Vadodara, Gujarat and designed, produced and sold greeting cards for occasions such as





Glyphiate Philosophy

Content

- For The Reader First
- Tailored To Vernacular
- Engaging, Riveting
- Coherent, Logical, Relevant
- Search Engine Optimised
- Well Proofread
- Well Researched
- Free of Errors
- Free of Plagiarism

Graphics

- Simple
- Visually Pleasing
- Capturing The Essence
- Conveying The Message
- Meaningful

Web

- Value to Consumer
- Stand Out
- Conform To Latest Standards

Social Responsibility

- Give Back To Society

Valentine's Day and Friendship Day.

Founder, Glyphiate

- ✦ Glyphiate is about carving impressions
- ✦ We create lasting impressions for you across print and web
- ✦ Glyphiate is the philosophy behind Amr Internet Marketing
- ✦ Glyphiate gives back to society through Will You Save Me

Association with Thomas Cook, UK

- ✦ Website Content Refresh with Relevant Travel Info

The task was to refresh the travel destinations listed on the website with fresh content covering specific topics to generate more and better visitor interest in listed destinations.

Association with Braap Motorcycles, AU

- ✦ Website Content and Product Information

The task was to introduce visitors to dirt racing, the idea behind it, the thrill and fun of it, and then to the products and lineage of Braap in the field.

Association with Seafood Business Magazine, USA

- ✦ Published Cover Story with Credit

The task was to be on the ground and cover the seafood fair in India and provide a 2000-word cover story for them.

Association with MPEDA, Govt. of India

- ✦ Handling and coordinating with bureaucracy and agencies regarding permissions, interviews and photographs for Seafood Business Magazine

The task was to facilitate interviews with relevant people at INDAQUA, get permissions to photograph at key locations with marine life, for Seafood Business Magazine. Task was



Skill Set

Content

- Articles and Blogs
- Book Format
- Content Curation
- Content Editing
- Content Proofreading
- Copywriting
- Creative Web Content
- SEO/ SEM/ SMO/ SMM
- Technical Documentation

Graphics

- Banners
- Flyers
- Layouts
- Logos
- Newsletters

Web

- Domains
- Hosting
- Websites

Social Responses

- Will You Save Me

handled by our on-location associate, Nirmal S. Mutha.

Association with College of Architecture, SVIT, Vasad

- ♦ Designed Brochures for CoA

The task was to design visually appealing and informative brochures for prospective students at College of Architecture to take home and study at convenience. The final design reflected the theme intentions of CoA for the year.

Association with Indus University

- ♦ **University Annual Report 2014-15**

Services Rendered: Content Editing, Tone Correction, Page Layout, Print-ready Delivery.

- ♦ **IDEA Publications**

Guided students and edited, proofread, and curated content for seven publications: Bali, Himachal Pradesh, Kargil, Rameswaram: East Coast, Sri Lanka, Studio V, Wardha.

- ♦ **Workshop**

Conducted month-long workshop with students, enriching them with valuable skills related to:

- How To Think
- The Sphere of Context
- Informative and Expressive Writing
- Bringing Thoughts On Paper in English
- Writing For Professional Communications.

Association with Dharmsinh Desai University

- ♦ **University Website 2012-15**

Services Rendered: Website Design involving over 1,000 pages , Website Management, Website Content, SEO, Editing, Proofreading and Content Curation.

- ♦ **Web Server Provisioning and Management**

Services Rendered: Web Server hosted with Glyphiate and

managed by Glyphiate to-date via maintenance contract.

Social Initiatives

Glyphiate is founded upon the principles of inclusive growth. It is about doing good work, doing great work, to the best of ability, making your customer and client happy and delighted at receiving top brass service for his money. And we do not want to stop there.

Any team member at Glyphiate is a reasonably authoritative person in the domain he or she is working in with Glyphiate. For this, they have spent a sum on education, on developing and honing skills that have brought them in touch with Glyphiate, giving them a platform to shape their own style while delighting customers and clients.

We want to do something for those with little to no money, too. We want to involve them with Glyphiate, too. We want to give back to society, in whatever way we can, not just inward sentimental support, but outward moral and financial support. With their different circumstances in life, we chose to enable them differently.



Will You Save Me

A Glyphiate Social Responsibility Initiative

India is a paternal society in ways more than one, to its own detriment. There is a long way to go before gender equality becomes standard. Women are seen as weak and inferior to men, despite their proving the notion untrue, times over.

We designed Will You Save Me to be an initiative towards empowering the underprivileged section of women in the only sustainable way - enabling them with skills to work and earn their livelihood.

Through this initiative, we brought together a team of 25 women in Nadiad and Vadodara, Gujarat and designed, produced and sold greeting cards for occasions such as Valentine's Day and Friendship Day.

We believe that through enabling women and lifting their self esteem, the sons of Mother Earth would have given her back in the measure most befitting to her.

Glyphiate, the Glyphiate logo, Am1 Internet Marketing, the Am1 logo, the Am1 Internet Marketing by Glyphiate logo, Will You Save Me, the Will You Save Me logo are registered trade marks of Glyphiate.