

BALASUBRAMANIAM S.P

Shanakaya Marketing, 293, Pachapatti, Salem - 636015, TN, India

Email: shanakyar@gmail.com / shanakyas@gmail.com • **Mob:** +91 94432 57555 • **Tel:** +91 427 2260534

<https://www.linkedin.com/in/balasubramanian-s-p-6056057/>, <https://www.proz.com/profile/2501435/>

<https://www.tm-town.com/translators/shanakyas/>

PROFESSIONAL SYNOPSIS

- Result oriented Mechanical Engineer offering 25+ years' experience in Business Development, Marketing, Planning / Launching Brands & Products, organising Social / Corporate Events and HR Management, Teaching and Training students, teachers & Corporates, content writing and experienced in translation & Subtitling: currently associated with **Shanakya Marketing, Salem as Business Head and Red Consultants as Director and a full time freelance content writer & translator (Language pair English ⇄ Tamil)**.
- Operated as Marketing Engineer with Cethar Vessels Ltd: manufacturing high pressure vessels for 3 years; dealt in FMCG for 20+ years as Head of a distribution house; planned & launched new products, organised several social & corporate events, developed business for the company worked in; handled proposals, negotiated/finalized/executed deals. Teaches and Trains various School and College Students and Staffs in subjects and soft skills and interpersonal relations, Markets and supply cotton woven fabrics at Karuna Designs.
- Demonstrated ability in identifying new business areas, sourced distribution offers, delivered targets, consulted, handled brand awareness and coordinated start up concepts. Managed finance for events and companies, handled the initial technical workouts, coordinated between various departments, managed products, developed /managed team and successfully completed various projects.
- Well trained trainer to handle any curricular and extra curricula subjects and also skills training, class room and outbound. Handled Microsoft application training program for the department of education on behalf of Microsoft.
- **Provide linguistic services - A passionate writer/ re writer, Transcription, translation, proofreading, subtitling & Voiceover.**
- Excellent communication & presentation skill, ability to spot opportunities and achieve desired results. Possess adequate technical skill.

KEY SKILLS

- Marketing / Business Development / Consultation, Negotiation skill / Sourcing / Planning & Coordination / Product Launches / Teaching and Training / Finance Management / Human Resources Management / Technical Knowledge / Event Management & Travel Planning / Team Development/Building / Communication, Interpersonal Skills / Writing, Rewriting / Translation / Subtitling (English to Tamil and Vice Versa)

WORK EXPERIENCE

Cethar Vessels Ltd, Trichirapalli - Marketing Engineer, Sep 1992 to Mar 1995.

Shanakya Marketing, Salem - Business Head, March 1995 onwards.

JJ Team Works, Salem - Business Development Manager, Jan 2002 to Dec 2005

Personal Teaching & Training - Since July 2006 onwards.

Red Consultants, Bangalore & Salem - Director and Project development head, since 2010.

Karuna Designs, Salem - Director, January 2010 onwards.

Shanakyas Training & Placement Services - Director, June 2010 onwards.

Freelance Linguistic Services - Writing & Rewriting, Transcription & Translation, Editing & proofreading and Subtitling & Voiceover, since 2011 onwards,

Can handle almost all domains and work in any platform and experienced in most of the CAT tools. Providing high quality professional Translation services in the following Language pair (English to Tamil & Vice Versa)

Providing Editing & Proof reading services - both bilingual & mono lingual (English & Tamil)

Working for various translation and localization companies across the globe. Registered with various freelancing linguistic service providing websites and contributing to blogs and websites, well versed in academic, article writing. Blog writing & Technical writing.

- ❖ Can translate up to 3000 words per day
 - ❖ Can handle sub-title translation up to 25 minute video per day
 - ❖ Can transcribe up to 25 minute video per day
 - ❖ Well versed with most of the CAT tools and can work on all platforms offline and online.
 - ❖ In the last five years, have handled more than 5 million words
 - ❖ In the last one year have handled more than 100 episodes of 42 minute video – subtitling.
 - ❖ In the last one year handled voiceovers for more than 25 YouTube videos
-

Social Responsibilities

Member of the world's largest and oldest Service organisation, Rotary International since 1998. Volunteered in various service projects, served as the District Governor achieved world No One ranking in membership development, among 540 districts in the world. Partnered with various Rotary clubs across the globe to execute service projects worth 2 Million US \$ till date in the fields of Literacy, Health, Water & Sanitation.

A few noteworthy projects to mention;

- Recently worked in establishing E-learning centre / smart class rooms in 65 Schools.
- Implemented one talking Library for the visually challenged college students in Salem
- Established a Language and Maths Laboratory for rural School Children
- Helped in establishing Hygiene sanitation complex in 75 Schools.
- Furnished more than 100 Schools
- Established safe drinking water stations in several Schools and public places.

EDUCATION

B.E (Mechanical), Annamalai University, 70%, 1992

TRAININGS ATTENDED

Skill development, Event management & Travel planning, Team building & Time management, Negotiation & Communication, Public Speaking, Child Development & Parenting, Translation & Subtitling, Volunteering & Community services, Disaster management.

PERSONAL INFORMATION

*Date of Birth: 7 October 1970, Married
Language skill in Tamil and English, speak, read and write
Hindi, speak and read*
