

COMMUNICATION, MEDIA CONTENT & DIGITAL MARKETING EXPERT



SPECIALIST हिन्दी

MASS COMMUNICATION

BUSINESS PRESENTATIONS,
VISUAL COMMUNICATION
& EDITORIAL MATERIAL FOR
INTERNAL/GLOBAL/TARGETED/
MASS AND SOCIAL MEDIA AUDIENCE

CONTENT LOCALISATION

GREAT UNDERSTANDING OF
HINDI AUDIENCE, LANGUAGE &
HANDLING OTHER TECHNICAL ISSUES

360° MEDIA

A-Z OF MAKING A GREAT BOOK,
MAGAZINE, WEBSITE, MOBILE
APPS & DIGITAL AUDIO-VIDEO

TRAINING

S/W PROGRAMMING,
DIGITAL PAINTING &
PHOTOGRAPHY FOR
THE UNIVERSITY UG/PG
DEGREE & DIPLOMA COURSES

WEBSITES & BLOGS

www.MediaJunction.blogspot.com
www.ApniSmartCityLife.com
www.Gurmat-Sufimat.com
www.1Connect.in
www.TheSportzPlanet.com
www.Apni-Gaadi.in
www.GSVirdi.Magworld.in

MAGWORLD^{IN}

30+ YEARS 20+ AVATARS

*Different Roles in Different Situations
with Different Skills!*

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स्मार्ट सिटी *Life*

www.ApniSmartCityLife.com

CRITICALLY
REVIEWED
350+
INDIAN
MAGAZINES!



PROFESSIONAL SKETCH



GURJENDER SINGH VIRDI



ASST. PROFESSOR & CHIEF COMMUNITY OFFICER

(30+ YEARS EXPERTISE IN MEDIA, CONTENT, COMMUNICATION & DIGITAL MARKETING)

Mail: gurjender@gmail.com • www.MAGworld.in • www.gsvirdi.magworld.in • www.ApniSmartCityLife.com • Ph: 09819300669

PUBLICATIONS LAUNCHED

- THE SPORTZ PLANET - 2023
- APNI-GAADI - 2023
- BETTER PHOTOGRAPHY (Hindi) - 2006
- OVERDRIVE (Hindi) - 2005
- SMART COMPUTING SERIES (12 Titles) - 2001
- SMART COMPUTING - 2000
- CHIP (Hindi) - 1999

MAGAZINES EDITED

CHIP, BETTER PHOTOGRAPHY, OVERDRIVE, SMART COMPUTING, SMART COMPUTING SERIES, PHOTO IMAGING and COMPUTER SABKE LIYE

EDITORIAL CONSULTATION

- TURBOCHARGED (2023)
- REALTY PLUS (2013)
- ENTREPRENEUR (2009)
- FORBES (2009)
- OVERDRIVE (2009)
- PHOTO IMAGING (2007)

WEBSITES / BLOGS DEVELOPED

- Creative Portfolio for self- www.gsvirdi.magworld.in (Jun 2024)
- India's Youngest Auto Publication in Hindi- www.Apni-Gaadi.in (Oct 2023)
- Corporate Website for News & Publishing Company- www.1Connect.in (Jul 2023)
- Everything About Sports- www.TheSportzPlanet.com (Sep 2023)
- Media Knowledge sharing at- www.MediaJunction.blogspot.com (Nov 2006)
- Started Media Consultancy Services- www.MAGworld.in (Jan 2014)
- Launched Smart Shopping & Lifestyle Webzine in Hindi- www.ApniSmartCityLife.com (Apr 2015)
- Launched a Literary Website on Sufism & Sikhism- www.Gurmat-Sufimat.com (Jun 2016)

COMPANIES / INSTITUTIONS

- **SUPERCHARGED PUBLISHING PVT. LTD., PUNE**..... (Oct 2023 - Till the date)
Consulting Editor (Apni-Gaadi website - Powered by Turbocharged Magazine.)
- **1CONNECT EVENTS & PUBLISHING PVT. LTD., MUMBAI**..... (Jul 2023 - Oct 2023)
Chief Community Officer for developing communities around different verticals.
- **STATE UNIVERSITY OF PERFORMING & VISUAL ARTS, ROHTAK**..... (Apr 2018 – May 2020)
Assistant Professor (Photography & Mass Comm.) -cum- Content & Communication Consultant.
- **MAGWORLD.IN**.....(Dec 2013 – Till the date)
Started Editorial Consultancy and launched a unique Smart Shopping & Lifestyle guide in Hindi.
- **NETWORK18 LTD., MUMBAI**.....(Nov 2005 – Sep 2013)
Joined as Associate Editor and then grew as Managing Editor, Executive Editor and Editor.
- **JASUBHAI DIGITAL MEDIA PVT. LTD., MUMBAI**.....(May 1999 – Oct 2005)
Joined as Assistant Editor and then grew as Associate Editor and Editor.
- **SYSTEM COLLEGE OF COMPUTING, RAJASTHAN**.....(Apr 1995 – Apr 1999)
Joined as Sr. Faculty and then grew as Academic Administrator and Content Development Head.

VISUAL COMMUNICATION CONSULTATION

- Created Logos, Advertisements, Promotional/ Branding and Marcomm. materials
- Developed Creative Artwork, Communication materials & Digital A/V presentations

RESEARCH & ANALYSIS

- Recently released **TOP 100 COVERS** based upon a unique study of 5000+ issues of 400+ magazines titles published in the one year in India.
- Regular newsstands analysis to release **TOP TEN COVERS OF THE MONTH** and what's noticeable in the magazines that were released in the past month.

ACADEMIC ACHIEVEMENTS

- Executive MBA - Mass Communications & Media Management (2010)
- Post Graduation Diploma Computer Applications (1998)
- National Standard Exam in Advanced Programming (1996)
- Data Preparation & Computer Software (1990)
- B.Sc. in Physics/Chemistry/Mathematics (1989)

NATIONAL SEMINARS / WORKSHOPS

- The Fundamentals of Digital Marketing by **Google** (May 2021)
- Digital Journalism Certificate by **Reuters** (Jun 2021)
- Advanced Team Building by **Dale Carnegie** (Nov 2007)
- How to create **Customised Hindi Content** (Apr 2001)
- How to create **Great Magazines** (Jul 2001)

INTERNATIONAL / NATIONAL SUMMITS

- Attended as **Keynote Speaker** and also as **Moderator of Panel Discussion** at **India ICT Reseller Channel Summit** organised by **GATES - Singapore** at Aamby Valley, Maharashtra. (Feb 2016)
- Attended 2-day **National Consortium on Sports Journalism and Challenges after Digitisation** at Smt. N. D. V. B. P. Ed. College, Bhillwara (Jul 2023)



aka Magazine Singh 'Virdi'ct



SIPVA

MAGWORLD

Network 18

REVIEWED 350+ INDIAN MAGAZINE TITLES!!!

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www.ApniSmartCityLife.com

THE SPORTZ PLANET

FIGURES SAY IT ALL

10+... Yrs. in IT & Software Training
20+... Yrs. in Content Business
10+... Magazines/Sites Launched
12... Bookazines Published
20... Magazines Consulted
350+... Indian Magazines Reviewed
3000+... Articles Edited & Published





PROVEN PROFESSIONAL COMPETENCE

IT TRAINING IN GOVT/NON GOVT/PUBLIC SECTOR ORGANISATIONS

Designing/Training of Basic Computer Operations & Training Programmes, Content & Certification Tie-ups with various Computer Training Companies & Universities like CMC Ltd, Makhanlal Chaturvedi University of Journalism etc.

ONLINE/WEBZINES & BLOG DEVELOPMENT

Developed and managed couple of online content platforms for consumer and businesses, managed both the technical and the content parts, writing, editing and designing online articles

COMPUTERISATION & IT IMPLEMENTATION

Customised Software Development for various institutions / Organisations, Hardware & Software Implementation, Putting System & Processes in place to accommodate computerised operations

ART & SCIENCE OF PHOTOGRAPHY

Basic to Advance level of Photography, Techniques, Tips & Tricks, Theory and Hands-on training to the students of University Under-graduation/Masters programmes in Fine Arts

DIGITAL & SOCIAL MEDIA MARKETING

Branding/ Marketing/ Promotional activities through digital mailers/write ups, various online social media and professional networking platforms and mobile applications

CONTENT SYNDICATION WITH HINDI NEWSPAPERS FOR MASS INFLUENCE

Technology content creation in Hindi for spreading computer awareness, Helping people to adopt technology at grass root level, Content syndication with National Hindi dailies like - Punjab Kesari, Dainik Navjyoti, Sanmarg, Ranchi Express, Janpath Samachar.

BUSINESS OF CONTENT & TRADE SECRETS

Great understanding of Target Audience & its needs, Customisation of content for the specific audience as well as for the Clients, Understanding of Pre-press & Production, Understanding of P&L of the magazine, Utilisation of resources in cost effective manner, Financial projection, Publication documentation, Publication positioning, Dummy or samples for client approval

COMPETITIVE RESEARCH & ANALYSIS

Competitive product researches, Ad-Edit analysis, Critical editorial content analysis, Product Post-mortem, Readers' Research Survey, Eye on Indian Magazine Market, Review on New Releases, Create an identity of your magazine based upon the study on covers from various publications

PRODUCT CONCEPTUALISATION & LAUNCH

Product structuring, conceptualisation, launch, redesigning or repositioning, Publication documentation, Editorial Floor Plan, Dummy preparation, Creating editorial traits of the product

CONTENT PRESENTATION & PRODUCT POSITIONING

Conceptualisation right from the scratch, Defining the personality of the product, Philosophy for the cover, Creating identity of the product, Final packaging for the POP

VISION, PLANNING & EXECUTION

Editorial goal setting, Day-to-Day plan with minute details, Timeline for execution to meet the goals, Thinking out-of-the-box, Innovative ideas for special issues, Product launch plan, Annual editorial plan, Getting entire business chain informed to synchronise the system

DEVELOPING & IMPLEMENTING THE SYSTEMS AND PROCESS

Work flow design, Editorial guidelines, Style sheets for Writers-Designers-Desk, Deploying strategy, Editorial structure manuals, Time lines, Product testing benchmarks, Getting entire business chain synchronised with the editorial plan, Evaluation for the process implementation

PRODUCT IMPROVEMENT & QUALITY MANAGEMENT

Micro level Post-mortem on regular basis, Constant competitive analysis, Ensuring editorial quality controls, Regular tweaking of content based upon Industry Dynamics-Feedbacks-Surveys-Readers forums

PRODUCT REDESIGN & REVAMPING

Face lifting of existing product, Product differentiation, Product repositioning, Competitive lead, Creating USP for existing product, Defining & Creating detailed Style sheet

CORPORATE COMMUNICATION & CONTENT MARKETING

Business proposals & presentations, Communication & mailers for Distributors-Readers-Subscribers, Business tie-ups for content syndication with various main stream newspapers

TEAM BUILDING & EDITORIAL TRAINING

Hiring the right talent, Induction, Editorial training, Internal workshops, Editorial exercises & surprise assessments to keep the team sharp & updated

PASSION FOR THE CONTENT & ITS BUSINESS

Content structure for Lifestyle Digital Technology Supplement for Hindi News papers, 360 degree content solution around YOGA, Content structure & guidelines for STAR TV's fortnightly magazine, Content proposal.



