R. BRINDHA

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PROFESSIONAL SUMMARY

Versatile English educator and creative content strategist with 12+ years of cross-sector experience in teaching, content creation, and communications. Known for designing engaging, student-centred lessons that spark curiosity, strengthen literacy, and build confidence in communication and collaboration. Adept at blending classroom teaching with creative storytelling, digital marketing, and community engagement. A strong believer in education that connects purpose with practice, inside and beyond the classroom.

CORE COMPETENCIES

- English Language Teaching (Middle & Senior School)
- Creative Writing & Literature Facilitation
- Newsletter & Blog Writing
- Content Strategy & Social Media Management
- Educational Communications & Storytelling
- SOP & Award Paper Drafting
- Leadership & Mentor Development
- Curriculum Innovation & Experiential Learning

PROFESSIONAL EXPERIENCE

Lead Mentor – English & Creative Head

RaK's Pallikkoodam | Nov 2023 – Present

Creative Director – Content & Communication
RaK's Pallikkoodam & Li'l Pallikkoodam

- Lead end-to-end **content strategy, curation, and brand storytelling** across print, digital, and multimedia platforms to authentically reflect the schools' ethos, milestones, and learner achievements.

- Design and implement a **strategic social media calendar** covering Instagram, LinkedIn, Facebook, including thematic weekly series (**Mentor Mondays, Wild Saturdays, Founding Fridays, Sporty Saturdays**) to boost community engagement.

- Write and edit flagship newsletters (**RaK's Memoirs** and **Li'l Scribbles**), podcasts, learner/teacher handbooks, SOPs, and creative publications such as the **school coffee table book**.

- Oversee **creative direction and documentation** for marquee events including Independence Day, Republic Day, DEAR Week, TEDx, YEP, and SLC; maintain the official **Events Journal** for archival and promotional purposes.

- Manage **website and blog updates**, ensuring timely, impactful coverage of school

activities and achievements. Creative branding and content for RaK's Frequency – a learner-led podcast.

- Coordinate **cross-departmental content workflows**, including review and approval of Tamil curriculum materials for CBSE and CAIE, and liaising with academic leads to ensure accuracy and quality.

Content Curator

DigitalSEO | Feb 2022 – Jan 2023

- Crafted SEO-optimised content strategies that increased client visibility and engagement.
- Produced blog posts, web copy, and social media content aligned to brand tone and digital goals.
- Developed editorial calendars to ensure consistent and impactful messaging.

Teacher – Coding & Math

White Hat Junior | Jun 2020 – Oct 2021

- Taught coding (JavaScript, BLOCKO - BEG and INT levels) and math concepts to diverse learners, adapting to varied skill levels.
- Integrated gamified learning to sustain learner motivation and retention.

Content Manager - Parampara NGO | Jun 2019 – Nov 2019

- Developed educational modules from field discussions for use in schools and colleges.
- Managed NGO content platforms to expand outreach and awareness.

Senior Publishing Specialist

Thomson Reuters | Mar 2009 – Jun 2010

- Oversaw newsroom content for Westlaw, ensuring accuracy and timeliness.
- Produced internal newsletters and CSR communications to strengthen employee engagement.

Senior Executive – Corporate Communications

Maytas Properties Ltd. | May 2008 – Feb 2009

- Partnered with Ogilvy & Mather to execute PR campaigns and corporate communication plans.
- Edited and proofread all internal and external communications for brand consistency.

Earlier Roles

- **English Language Development Programmer**, Aga Khan Educational Institutions (1999–2001)
- **Sub-Editor**, Deccan Herald Special Publications (2001–2003)- diabetovalens and cardiovalens.com

- **English Teacher**, Radiant Way High School (2003–2005)
- **Quality Analyst – Medical Transcription**, Truworth Pvt. Ltd. (2005–2007)

EDUCATION

- **M.A. Psychology** (Pursuing) – IGNOU | 2024 – Present
- **Post Graduate Program in Strategic Digital Marketing** – Great Lakes Institute of Management | 2022
- **M.A. Journalism & Mass Communication** – Alagappa University | 2010
- **B.Sc. Physics (Hons)** – Sri Sathya Sai Institute of Higher Learning | 1998

HIGHLIGHTS & IMPACT

- Led storytelling and communications that significantly boosted RaK's digital footprint and community engagement.
- Created experiential lesson plans that bridged literature, real-world context, and learner agency.
- Developed multi-platform campaigns for education, advocacy, and school culture.
- Recognised for mentorship that fosters creativity, critical thinking, and collaborative problem-solving.
- Heading the Reading Circle and Creative Writing Club as part of the Wild Saturdays initiative at RaK's Pallikkoodam

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REFERENCES

Available upon request

Educator's Philosophy:

"The most important qualities of any educator are not adequately captured on a resume. It is hard to quantify passion, energy, dedication, patience, perseverance, and love… but in the classroom, those qualities make all the difference in the world." – Danny Steel