Sharmila Nisudan LCGI

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## Profile Summary

I bring 26 yrs. of diverse experience across the hospitality industry and academia with more than a decade into education and training with a porfolio of published articles and books.

After moving to Hyderabad from New Delhi my area of specialization inclined more towards creative writing, indepth research on various topics and I began supporting the digital marketing team with editing and rewriting content for their social media interface for various projects undertaken.

A sample of my writing can be viewed through my independently published eBook “Into Motherhood” at <https://amzn.in/jfZ5FKS>

## Key areas I specialize

1. Content writing for websites and blogs 2. Creative writing
2. Editing and proof reading 4. Indepth research on various topics
3. Content developemnt as per SEO requirements 6. Editing and rewriting existing content

## Work Experience

* **As Project Head – Book Writer and Content Writer: March 2017 to December 2019**

VM Technologies, Hyderabad

* My job primarily was to do research and develop content for writing books for various projects.
* Help standardize department procedures to develop, publish, and manage content.
* Work with concerned team members to develop website content.
* To coordinate with the digital marketing team to improvise on SEO including keyword research.
* Proofread, edit and improve print and digital content/collateral
* **As Head for training and content writing** (May 2015 to March 2016)

O2 Spa & Skills, Hyderabad

* My key areas revolved around the standard operating procedures, training needs, and content writing job. I had good experience in providing full support to the digital marketing team and the development team to develop layout for various content and communication pieces.
* On some occasions I addressed the faculty and student issues, conduct a few classes and mentor the students to ensure they adapt to the O2 spa work culture before they get recruited and offered placements.
* **Trainer & Content Writer** **(March 2014 – 2015 April)**

Best Western Hotel, Jubilee Ridge, Hyderabad

* Developed the standard operating procedures for all the departments, trained the staff in order to implement the SOPs to set the appropriate standards
* Proactively identify and resolved gaps in the content development support structure to improve workflow processes
* **Associate Director & Campus Head: 2007 April to 2012 March**

Rai Foundation; College of Hospitality and Tourism / Gurugram Campus

* My job profile widened when I took over the campus, and gave me an edge and scope to learn and explore the various possibilities to contribute to education and provided a holistic experience.
* Execute the preparing and presenting of yearly budgets with the finance team, directed the newly appointed staff and faculty, addressed parents with their queries, mentored students when required, ensured timely completion of staff appraisals, ensured domestic and International placements. Managed and stream-lined all policies and procedures as per the university standards and norms
* Enhanced revenue from strategic channels, stake-holders, collaborated with foreign universities for foreign affiliations, exchange programs, made foreign visits for collaboration and international tie-ups.
* **Dean: Rai Foundation; College of Hospitality and Tourism / Gurugram Campus**

**2006 Jan to 2007 March (1 year and 2 months)**

* Developing a dynamic vision for the future of the college and inspiring support for the vision among internal participants, including faculty, staff, students, and external stakeholders
* Offered the hotel management programs affiliated to American Hotel and Lodging Educational Institute (AHLEI) & City & Guilds Institute, London
* Supporting innovative academic ideas and excellence in research and industry programs and industry interface.
* Effectively managing new admissions, induction program, planning events, collaborated with other similar institutes for inter-college events and internally handled human resources in the organization
* **Assistant Professor & HOD for Hospitality Business: IIMT; Oxford Brookes University / Gurugram 2005 May to 2005 Dec (8 months)**
* IIMT is managed by Carlson hotels (Radisson blue, Gurgaon) and offered ‘Oxford Brookes University’ programs
* Teaching the under-graduate course in hospitality management, assisted the dean for curriculum & program development. Handled theoretical subjects like hospitality businesses and food production principles
* Fostered collaborative relationships with the foodservice and hotel industry for summer training and job placement for the students
* **Associate Professor: Rai University; College of Hospitality and Tourism / Gurugram Campus 2004 April to 2005 April (1 yr. 1 month)**
* CHAT under Rai University was the pioneer institutes to have offered the students the advantage of UK internships & global placements, and even today we are connected with students working in various countries like UK, Canada and Australia.
* The institute offered courses affiliated to AHLEI and City & Guilds Institute London
* Teaching and developing the curriculum, certified faculty for sales & marketing, leadership and management, culinary arts
* Assisted other faculty in recruitment (admissions) interviewing the candidates and mentored and advised undergraduate and graduate students
* **Sr. Lecturer and Program Leader: Rai University; College of Hospitality and Tourism / Gurugram Campus 2003 May to 2004 April (1 year)**
* During this period I was also representing the London office as their ‘quality verifier’ and ‘visiting verifier’ and had to visit other independent institutes in Chandigarh and Mohali for regular inspections
* I completed my qualifications as mentioned below, in order to understand and deliver their programs accurately as we were the pioneers in India to offer these programs
* As the faculty and program leader for the City & Guilds course curriculum we had to keep abreast with high quality and standards which were monitored and verified regularly by their external verifiers who came from the main institute.
* **Lecturer: Rai Foundation; College of Hospitality and Tourism / Gurugram Campus**

**2002 Jan to 2003 April (1 year and 4 months)**

* Joined Rai foundation as a Bakery Lecturer, which I value greatly as it brought a recognition to my teaching skills adding an additional feather to my cap
* I was sincere in doing further research in the subjects I was given to handle, and apart from bakery soon I was teaching ‘food science’ pertaining to quality and HACCP system and another subject called ‘hospitality today’
* **Assistant Manager F & B: Nirulas Connaught Place New Delhi**

**2001 May to 2001 Dec (8 Months)**

* I took up the job at Nirulas; which was a stop gap before the Rai foundation was been set-up and I had good exposure to f & b operations, Nirulas chain had 40 bakery and fast-food out-lets spread across Delhi / NCR which they managed very efficiently, their HACCP system was abreast with any international standards to date and it was a great learning curve, they had one or two centralized production units with high quality standards monitored by professional chefs, food technologists and microbiologists.
* I had the privilege of gaining immense knowledge in a short span which I could share and apply the same in the academic field.

## Credentials, Certifications, Qualifications & Memberships

* LCGI Award: City and Guilds London (Masters in Culinary Arts and Patisserie) Year 2005 – 2007
* Faculty Award: AHLEI (American Hotel and Lodging Educational Institute) Year 2002 - 2006
* Convener Award: International Abilympics (for supporting the Olympics benefiting the specially abled in the field of Culinary) Year 2003
* On Invitation:

I was judge to many inter-college culinary competitions, judge for the hospitality quiz and in 2011; I was invited to be the ‘Speaker of the day’ at the ‘Manav Rachna University New Delhi’. I was also a delegate on invitation for the prestigious ‘Hindustan Leadership Summit’ 2011

* Certified Faculty in Leadership & Management
* Certified Faculty for Marketing in Hospitality Industry
* Certified Faculty for Food Production and Principles
* Certified Faculty for Hospitality Businesses
* Certified Faculty in Quality Assurance & HACCP
* Certified Quality Verifier & Visiting Verifier City & Guilds Institute, North India (2003 – 2006)
* PG. Dip. In Culinary Arts: City & Guilds Institute, London
* Associate Degree in Teaching & Training: City & Guilds Institute, London
* Catering and Hospitality Management: Kamala Nehru Institute, Hyderabad
* Member of the Indian Culinary Forum, New Delhi
* Member of the City & Guilds Association, London
* Member of the Hotel Industry Professionals Worldwide

## Added Details

* Languages known: English, Hindi, Telugu, Kannada
* Postal / residential address: Flat No: B – 301, Western Plaza Apartments; O U Colony, Manikonda, (Shaiket) City: Hyderabad – Postal code: 500008; State: Telangana, India

SIGNED: *Sharmila Nisudan*