

# VIDIT TYAGI

## OBJECTIVE

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- To work in association with a team driven by a passion for creating great work, and inspiring excellence and qualitative growth.

## EXPERIENCE

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**Jun'09 onwards      Freelancer, New Delhi**  
**Poet | Copywriter | Localization Professional**

- **Onsite Lead External Linguist** (OLXL) for **Google** (vendor position with VistaTEC) India Private Limited in Gurgaon, India. Part of my responsibilities in this role include **reviewing/ translating** Google's **marketing**, UI and other technical copy, maintaining/ creating style guides and glossaries, feedback to TVs/ translators/ reviewers, and take ownership of the overall linguistic quality of Google's Hindi content across products.
- Hindi linguist for **Exxon Mobil**. As part of this profile, I translate marketing and training content for Exxon Mobil. I am the only Hindi linguist they have on board for their Hindi language-related requirements.
- Primary Hindi transcreation review resource for **Pinterest** and **Twitter**.
- **Transcreation** (adapting advertisements and other marketing collaterals across media for the local market) with Tag Worldwide, Text Appeal, World Writers, Hogarth Worldwide, Wordbank, SimulTrans, ProTranslating, Kwintessential etc.

Accounts worked for include: **HP, Microsoft, Google, GM, Sony, Shell, Netflix, Mattel, Mini, Cointreau, Hyatt Regency, Carlton International, Archies Comics, Channel 4, Natwest, Clinique, Heinz, Fossil**, etc.

- **Translation** projects with various agencies and MLVs worldwide – Relevance Web Marketing, Pearl Translations, Wordbank, Linguistica International, Lingo24, The Language Professionals, etc. – **Website** and **Landing Page** translation, translation of documents, **subtitles translation** for **documentaries, safety manuals, training material, marketing videos**, etc.
- **Subtitling** projects with Feature Subtitling for University of California, Los Angeles (UCLA), with Hogarth Worldwide for Heinz (Food Processing Company), with Pearl Translations (UK based) for a documentary on saving tigers, translation of videos in the social sector with LingoPro and YouTube.com videos for Google India Pvt. Ltd.
- **Translation** of press releases for **Sony** and **Cointreau**.
- Large translation project for **Washington State Department of Social and Health Services (DSHS)**.
- **Market research** and **cultural & creative consultation** for **Netflix, Sony, Hyatt Regency, Hall and Partners (Adidas), Jumeirah** and **Printed.com**
- **Localisation review** of the Hindi version of an International website available in almost all the major languages of the world with Kwintessential, an agency based in the UK.
- **Copywriting** (English & Hindi) for television, radio and print ad campaigns, promos, AVs, web content, corporate films, brochures and other marketing collateral.
- Running my own **Hindi/ English** poetry and photography website – <http://khayalipulao.com/>
- **Screen Writing** (TV Serials) – Scripted 2 seasons (52 episodes) of a **TV serial (Hindi)**, for one of the well-known TV channels in India.
- **Google AdWords** ad campaigns localization and creation (Search Engine Marketing) and keywords research for Search Engine Optimisation with Wordbank.
- Hosted a **Photography exhibition** (documentary genre) at India Habitat Center\*, New Delhi between September 12 – October 2, 2010

\* India Habitat Center, New Delhi is one of the biggest centers of contemporary cultural, economic, business and social events in India.

**Oct'07 – Jun'09          Google, Gurgaon**  
***Account Associate***

- Part of the North America facing online advertising team for Google AdWords.
- Creating, optimizing and managing Google AdWords online ad campaigns.
- Providing website/ landing page optimization suggestions to Google AdWords advertisers.

**Feb'07 – Oct'07          The Cell, Network18<sup>#</sup>, Noida**  
***Copywriter***

- Leading a team of copywriters at The Cell – in-house ad agency for the Network 18 group.
- Taking briefs from clients and conceptualizing TV ad campaigns based on them. Conceptualizing innovations for different brands and identifying relevant brand fits with channels under the Network 18 group – primarily CNN-IBN (English channel) and IBN7 (Hindi channel). Ideation for print ad campaigns and direct mailers.
- Writing scripts for promos for CNN-IBN (English channel) and IBN7 (Hindi channel).
- Reporting directly to the Network Creative Director.

<sup>#</sup> Network 18 is the biggest media conglomerates in India with multiple TV channels and a host of web portals. The Cell functions as an in-house advertising agency for the group.

**Apr'04 – Mar'06          Polaris Software Labs Ltd<sup>®</sup>, Gurgaon**  
***Consultant***

- Translation of documents from English to Japanese and vice versa.
- Interacting with Japanese clients on a day-to-day basis regarding issues during the product development phase or initiation of a new project.

<sup>B</sup> Polaris Software Labs Ltd. is a full service IT multinational corporation headquartered in India.

**Sep'02 – Apr'04      AXA Business Services<sup>A</sup>, Bangalore**  
***Process Leader***

- Migrated and successfully set up the pilot phase of the business process outsourcing project to India (October 2002). One of the first non-English language business processes to be migrated to India.
- Leading a team involved in the processing of insurance policies for the client - AXA Life Japan, Tokyo.
- Implemented training courses for new employees ensuring greater efficiency.
- Dispatched to Tokyo, Japan in May 2003 to migrate the phase subsequent to the pilot. Migrated and implemented it successfully.
- Communication/Co-ordination with Japanese counterparts in AXA Life Japan to maintain and enhance productivity/quality.

<sup>A</sup>AXA is one of the largest corporations into insurance and wealth management worldwide.

Aug 1997–Jul 2000    Jawaharlal Nehru University, New Delhi

- B.A. (Hons) - aggregating a CGPA<sup>Ⓟ</sup> of 6.1

May-Dec, 2006    **Mudra Institute of Communications,  
Ahmedabad**

- Course titled “**Crafting Creative Communications**” with a specialization in **Copywriting**.

(Won a **silver award in the ADDY** advertising competition, 2007 (students’ category) conducted by the American Advertising Federation.)

<sup>Ⓟ</sup> Cumulative Grade Point Average on a scale of 9.0

#### PROFICIENT IN LANGUAGES

**English, Hindi,** and Japanese.

#### INTERESTS

- Writing poems and short stories.
- Reading contemporary literature in English and Hindi.
- Photography

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