

(Ms.) ASHWINI BHALERAO

Aiming to Create a World Class One-Stop Solution Firm

#ContentExpert #Translator #ProofreaderEditor #Communication #RelationshipManagement #Entrepreneur

Contact Details:

- ashwinikbhalerao@gmail.com
- +91 9970378071
- +91 9823180921
- Pune, India

PROFILE

- ☞ Over 20 years of experience in various capacities across sectors viz. Hospitality, NGO, Corporate and Media.
- ☞ Proofreader & Editor with EditpConsulting (Unit of Marketforce, UK).
- ☞ Proficiency in English, Hindi and Marathi languages
- ☞ To date, translated approximately 15,00,000 words in various domains
- ☞ To date, translated 21 books for Prabhat Prakashan, New Delhi

Previous Experience -

- ☞ Last assignment with **Shikshan Vivek** as **Project Coordinator**.
- ☞ Last full-time assignment with **Synergy Management Advisors P Ltd.** as **Manager – Personnel Development**.
- ☞ Skills in developing relationships with key decision-makers, client relationship management and networking.
- ☞ Demonstrated abilities in leading, training and monitoring the performance of team members and handling team dynamics to ensure efficiency in project execution

Skills and Competencies:

- Content Development
- Translation
- Proofreading and Editing
- Transcription
- Voice Over
- Communication

CAREER CONTOUR

Present:

2019 onwards: The Oakmonds

Co-Founder and Business & Communications Head

Some of the clients –

- Prabhat Prakashan, one of the Oldest Publishing Houses in India
- An International Media House
- An Indian Film Production Company
- Pawan Karmchandani (www.pawankarmchandani.com)
- A Waste Water Management Company

Some of the projects to date-

- Translation of educational content for a German Company – English to Marathi
- Complete Content Development for a Market Research Company
- Translation for an AI technology developer - English to Marathi
- Translation for a travel app (for a state tourism department) - English to Hindi

- Translation of children's comics – English to Hindi
- Translation of synopses, stories, scripts for web series, feature films, etc. - Marathi to English
- Translation as well as the development of web content
- Translation of web content for an agricultural product company – English to Hindi
- Translation of a book on investment - English to Hindi
- Translation of medical and pharmacy-related documents – English to Hindi

❖ **Some of the books translated for Prabhat Prakashan, New Delhi**

- Dr. Bhimrao Ambedkar - biography by Pankaj Kishor
- *Hausle ki Oonchi Udan* by Surendra Mohan
- *Samvidhan Sanskrati* aur Rashtra by Kalraj Mishra
- Warren Buffet ke Investment Lesson
- *Pariwar aur Sarkar* – Santosh Kumar
- *SIP ke Chamatkar* – Mahesh Chandra Kaushik
- *Google Nirmata* Sergey & Larry by Pradip Thakur
- *Acharya Chanakya Ka Shaikshik Darshan* by Mahesh Dutt Sharma
- *Bihar Samanya Gyan*
- Ethics, Integrity and Aptitude
- Lockdown Love Stories
- *Jharkhand Vastunishth*

Previous Experience

October 2018 to June 2019

Project Coordinator - Shikshan Vivek

Key deliverables:

- ✎ Overall coordination, including coordination with authors for the organization's website
- ✎ Proofreading/editing/uploading/updating website content
- ✎ Sponsorships for the events
- ✎ Identifying new schools and coordinating with them for the magazine

Other assignments:

❖ **Voice-over for E-learning** – C Sharp Studio, Pune, and AK Studio, Pune

April 2014 to October 2018

**Proofreader/Editor
Editpconsulting (Unit of Marketforce, UK)**

Key deliverables:

- ✎ Editing and proofreading mystery shoppers' reports

July 2006 to April 2011

**Manager – Personnel Development
Synergy Management Advisors P Ltd. (GroupSynergy), Pune**

Key deliverables:

- ✎ Transcription and Translation - training video films
- ✎ **Clients worked with – Piaggio, Mahindra and Mahindra, Vodafone, and Bosch amongst others**
- ✎ On the editorial board of the company magazine "Insights"
- ✎ Assisted in content development and editing of the A/V book, in the series of GroupSynergy Publications – "The power of RAM (Referrals, Advocates and Mentors) Customers - Transforming Customers to a Sales Force".
- ✎ Voice-over for training films
- ✎ Responsible for planning and execution of the People Development projects
- ✎ Trained the Vodafone Sales FOS for 3 years and Credit & Collection team (Verification and Collection FOS and Tele callers) for 6 months across Maharashtra & Goa circle.

- ☞ Trained the Piaggio 3-wheeler sales team in the states of Maharashtra, Madhya Pradesh & Chhattisgarh, Gujarat, Bihar & Jharkhand, and the 4-wheeler sales team in Tamil Nādu.

February 2003 to May 2006

Senior Counselor

Project Concern International, Pune

(Project Pathway – A CDC-PCI Collaborative initiative for community-based home-based care project for People Living with HIV/AIDS, implemented in Pune with NMP+ and Sevadham)

Key deliverables:

- ☞ Counseling
- ☞ Networking
- ☞ Documentation - Case stories and records, IEC material
- ☞ Education and Training - peer educators, M.S.W. students, staff from other NGOs

August 1994 to February 1998

**Reservations and Guest Relations In-charge
Hotel Centre Point, Nagpur**

ACADEMIC CREDENTIALS

MSW	Pune University, Pune	2002
M.A. (Eng. Lit.)	Nagpur University, Nagpur	1998
PGD in Public Relations	Bhartiya Vidya Bhavan, Nagpur	1995

- **Advanced Course in Voice-Over/Dubbing from AK Studio, Pune: January-February 2018**

PERSONAL DOSSIER

Date of Birth : 27th September 1971
Languages Known : English, Hindi, Marathi