

RIYAS K I

Kochi- Kerala-India
+91 9495346445
riyas.ki91@gmail.com

ACADEMICS

PROFESSIONAL QUALIFICATION:

B.TECH in Electronics and Communication Engineering

ACADEMIC QUALIFICATION:

Academic qualification	University/Board ,name of the institution	Year of pass	Percentage obtained
B.Tech in ECE	Cochin University of Science and Technology, Kochi, Kerala	2012	78.15%
12 th	Board of HSE, Kerala St. Joseph's H.S.S, Karimannoor, Kerala	2008	94.16%
10 th	Board of Public Examinations, Kerala St. Joseph's H.S.S, Karimannoor,Kerala	2006	87.63%

PROFESSIONAL EXPERIENCE

Canara Bank India's second-largest public sector bank. It has presence in retail, forex, and industrial banking handling \$140 Billion worth of assets. The employees are selected through a competitive examination in which half a million appear and less than 1000 are selected.

Junior Associate at Canara Bank

Kattappana India
June 2013 to May 2015

- **Customer Relations:** acting as the first layer of communication with the clients, redressal of their *queries*
- **Financial Literacy Facilitator:** Introducing basics of personal finance to the public, organising sensitisation drives for the bank.
- **Risk Assessment:** credit worthiness analysis and aiding in decision making.
- **Investment Services:** suggesting various investment options as per the need and risk appetite of the clients

All India Radio (Prasar Bharati) *India's state-owned Public Broadcaster with annual revenue of \$167.67 Million. The employees are selected through rigorous examination wherein less than 1000 qualified from among >200K applicants.*

Junior Duty Officer at Transmission Section of All India Radio

Devikulam India

May 2015 to June 2018

- **Broadcasting Management:** Engaged in the management of the live transmission of radio programmes.
- **Quality Control of Radio Programmes:** Led the team that assesses the quality of all programmes produced by the station. The programmes are evaluated based on multiple factors such as audio quality, the aptness of language, social relevance, and entertainment potential.
- **Team player:** Active member of the team that led All India Radio 24-hour helpline to coordinate rescue operations during the 2018 Kerala Floods.
- **Communicator:** Chosen as one of the lead communicators for the live broadcast of the statewide School opening Ceremony of the state of Kerala in 2016.

Assistant Programme Producer at Special Programmes Division of All India Radio

Devikulam India

May 2018 to June 2019

- **Sound Design, Mixing-** Learned various digital audio editing tools like Adobe Audition, and Sonix Soundforge for fine audio production.

Programme Producer at Youth Segment Section of All India Radio

Kochi India

June 2019 to December 2022

- **Content creator/ producer:** Researching, planning and producing human interest stories for the youth segment division.
- **Researcher:** used a user-centric approach to produce programmes, took feedback from the end-user ie., listener community to modify programmes.
- **Innovation:** revamped the style and mood of the programme from the status quo. Introduced a variety of subjects.
- **Communicator:** interacted with hundreds of people, and interviewed many, to get the best content.
- **Leadership:** trained and lead a team of enthusiastic interns in content production.

Social Media Strategist at All India Radio: Additional responsibility

Kochi India

March 2020 to Present

- **Design Thinking:** The promotional content for radio programmes had to be precise, concise and eye-catchy. Used free image editing tools for poster designing.
- **Innovation:** My Radio station had barely any online presence. Designed social media management from scratch with the limited resources available.
- **Upskilling:** Self-taught digital media content creator and social media marketeer. Proficient in tools like Procreate, Adobe Express, Canva, and Adobe Rush.
- **Leadership:** Trained colleagues in social media management and digital content creation.

Senior Executive in Marketing and Customer Relationship at the Commercial Division of All India Radio

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December 2022 to Present

- **Story Telling:** communication with the users and clients, suggesting the best options which meet their demands, and complaint redressal.
- **Pragmatism:** To design practical solutions for the demands of the clients.
- **Media Planner:** planning and implementing how the marketing should be.
- **Idea generation:** brainstorming, designing and producing creative advertisements for the user.

CERTIFICATES

- **CS50x: Introduction to Computer Science by the University of Harvard**
- **Domestika Course on Illustrating with Crosshatching Technique by artist David Morales**
- **Google Course on Foundations of User Experience Design**

AWARDS/ ACTIVITIES

- Posts illustrations, posters, creative anecdotes and stories on various [social media](#) platforms regularly.
- Writes on personal finance, design, technology and economics on [facebook](#), in simple language for the community to familiarise with these hard concepts.
- Active participation in fake news verification and eradication online and offline. Successfully completed a certificate course on fake news busting by [Mathrubhumi](#), the most prominent media house in Kerala, to get familiar with the technical tools for fake news verification.
- Adventure sports enthusiast. A regular participant in marathon events held in Kochi. Scaled the second highest peak in the state of Kerala '[Agasthyarkoodam](#)', which is 6200 ft.

2023

- Elected as the Joint Secretary of Staff Welfare & Recreation Club of All India Radio Kochi. Organised many events during the tenure.

2022-present

- Trained Journalism Students of [Kerala Media Academy](#), Kochi on the relevance of sound design and audio programmes.

2022

- '*Akannirikkam Akathirikkam*' (Keep the distance; stay inside), produced a series of sensitising radio programmes aired in Akashvani Kochi made during the COVID-19 lockdown received a warm response.

2019-20