

**PAVUSIA A**  
**Assistant Professor**  
**Department of Visual Communication**  
**The American College**  
**Madurai**



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Madurai-01

### **Academics:**

<b>Degree/Course</b>	<b>College/University</b>	<b>Board/University</b>	<b>Year of Passing</b>	<b>Percentage</b>
MBA	Madurai Kamaraj University	Madurai Kamaraj University	<b>2023</b>	<b>82%</b>
M.Sc Visual Communication	Madurai Kamaraj University	Madurai Kamaraj University	<b>2021</b>	<b>80%</b>
B.Sc., Animation and Multimedia	Periyar Maniammai Institute of Science and Technology	Periyar Maniammai Institute of Science and Technology	<b>2019</b>	<b>89%</b>

### **Academic Achievements:**

NET – Journalism & Mass Communication (2021)

University Gold Medalist (in Master's) in the year of 2021

University Gold Medalist (in Bachelor's) in the year of 2019

### **Teaching Experience:**

1. The American College **August 2023 – Current**
  - o Joined as an Assistant Professor in Department of Visual Communication
2. Naan Mudhalvan Scheme associated with Wisely wise, Malasia January 2023 to July 2023
  - o Graphic Design & Digital Marketing **Trainer**
  - o Trained around 300+ students across 4 districts.
  - o Conducted workshops on graphic design tools and digital marketing strategies.
  - o Provided hands-on training and real-world project experience.

## **Professional Experience:**

Thaalam Media Networks, Switzerland

**Social Media Manager** From 07/07/201 to 17/03/2022

- Managed two international commercial social media accounts and campaigns

### **Radio Jockey**

- Hosted and produced radio shows.
- Conducted interviews and curated playlists.

### **Teaching Experience:**

Naan Mudhalvan Scheme associated with Wisely wise, Malasia January 2023 to July 2023

Graphic Design & Digital Marketing **Trainer**

- Trained around 300+ students across 4 districts.
- Conducted workshops on graphic design tools and digital marketing strategies.
- Provided hands-on training and real-world project experience.

### **Freelance Projects:**

- Social Media & Digital Promotions – Ilayaraja International Concert (10/2024)  
Managed social media campaigns and digital promotions for the event.
- Design & Production Team – A.R. Rahman Concert, Zurich, Switzerland (10/2024)
  1. Contributed to event designing and production.
  2. Assisted in creative execution for a successful concert experience.

### **Projects:**

- 2D Animation Project –CineCartoonMation (Youtube Channel)  
[https://www.youtube.com/watch?v=jKS9Fe\\_hjQw](https://www.youtube.com/watch?v=jKS9Fe_hjQw)
- Video Production and Editing –Muzik247 (Youtube Channel)  
<https://youtu.be/M2qDZ1xLKuk?feature=shared>
- Designed Low Poly Animation Short film for the final year Project February 2021

### **Achievements/ Certification**

- Completed the Reuters Digital Journalism Course 2023
- Certified in Google Analytics from Google Analytics Academy
- Completed and Certified Digital Marketing Course by Udemy

### **Workshops/Seminars Attended/ Conducted:**

- Attended National Workshop series on Artificial Intelligence in collaboration with UNESCO chair & Asia Pacific University Malasia, Hands on Workshop 26 November 2024
- Conducted & Attended National Level Symposium about the VFX& Graphics in January 2018

### **Internship**

- Worked as an **Assistant Director** in Sundari Serial June 2021 Which has 9.2 IMDb

- Co-ordinated programs in Kalaignar TV Network April 2018
- Worked as a Co-Ordinator in TNCSC Social Incentive Scheme Project, Thanjavur, December 2022

**Technical Skill & Expertise:**

Software known in 2D Adobe

- Photoshop
- Illustrator
- Indesign

Software known in 3D Autodesk

Certified Autodesk Trainer

- Maya
- 3DsMax

Open Software

- Blender

**Analytical Tools:**

- Facebook Business Suit
- Google Analytics
- Google Ads