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| **Shendrew S Balendran MA.MC., BCA**Graphic Design | Web Design & Development | PhotographyDOB: 27 May 1981 Address: 37 Kirkham Street, London SE18 2JSPhone: +44 0776 931 3560 | eMail: shendrew@yahoo.com | Q:\Docs\OTHER FILES\shendrew_sqr.jpg |

**TECHNICAL EXPERTISE**

**Performance:** Website design, coding & testing. Evaluation & improvement of website performance & search rankings. Host & server maintenance.

**Software:** Expert level use of Adobe Photoshop, Dreamweaver & Corel Draw. Average use of Adobe Illustrator, InDesign, Quarkxpress, Flash, Google SketchUp, Adobe Premiere.

**Languages:** XHTML, HTML, CSS, PHP, Flash Action scripting, phpMyAdmin, mySQL, jQuery & Java scripting (AJAX). CMS - WordPress, Joomla, Drupal. SEO Skills.

**Photography:** Qualified professional photographer. Shot for: Nike, The Ministry of Defence (UK), Tony&Guy, IBIS Hotels, Miss USSR London, Miss Universe Contestants, Marks & Spencers, Australia House and many more.

**Clerical:** Good with Microsoft Office - Word, Excel, Powerpoint, Visio & Outlook. Average touch typing speed of about 45 WPM.

**WORK EXPERIENCE**

**AL-BURHAN GROUP***Aug 2008 - Present*Al-Burhan Group is a London based Iraqi Construction / Development Consultancy Firm which deals with various development projects with the Iraqi Government & western firms.

**GREENHOUSE BRAND WORKS***JAN 2008 - JUN 2008* Greenhouse Brand Works is a Creative Agency / Advertising Firm in Bangalore, South India. They specialize in creating & placing adverts for companies in news papers. They also cater to the design needs of companies for outdoor events, publications & online media.

**CONCEPT LEARNING (DIGI LEARN)***JUN 2007 - DEC 2007*Concept Learning is an E-Learning Design Studio in Bangalore, South India. They are well known for their product line under the name 'Digi Learn'. They design and develop interactive Flash content in accordance to the local Indian State school Syllabi & UK & International clients as well.

**FREELANCE**

**PROFESSIONAL PHOTOGRAPHER**
Registered and fully insured London based freelance photographer.
*(www.BudgetPhotographer.London)*

**INTERSHIPS**

**TRAINEE NEWSPAPER REPORTER / EDITOR***1 MONTH, DECEMBER 2005*Underwent a one month internship with ‘The Hindu’ Newspaper, (India’s Leading newspaper agency) Coimbatore Branch, as a trainee reporter cum editor. Published several articles.

**TRAINEE COPYWRITER & GRAPHIC DESIGNER***1 MONTH, APRIL 2006*Underwent a one month internship with ‘Adsync’, Bangalore. An Ad agency, specializing in Print Media. A member of Manipal Group.

**RESEARCH**

**THE AWARENESS & USAGE OF INTERNET AMONG COLLEGE STUDENTS***NOV 2006 - APR 2007*Conducted a 6 month research programme on the 'The awareness and usage of the Internet among college students', using data collected from a sample of 100 students comprising of 4 different colleges of various streams.

**COLLEGE PROJECT**

**PRODUCTION MANAGEMENT SYSTEM***JAN - MAR 2005*Was a member of a team of 5 students who developed a Production Management System for a private company using the following Software:

**Front End** - Visual Basic Dot NET
**Back End** - SQL Server

**EDUCATION**

**MA MASS COMMUNICATIONS***[MA MC] 2005 - 2007*Masters Degree in Mass Communications from Dr G. R. Damodaran College of Science, affiliated to Bharathia University – Coimbatore.

**BACHELOR OF COMPUTER APPLICATIONS***[BCA] 2002 - 2005*Bachelor's Degree in Computer Applications from RVS College of Arts and Science, Coimbatore, Tamil Nadu - South India. Affiliated to Bharathia University – Coimbatore.

**12TH STANDARD SCHOOL EXAMS***[HIGH SCHOOL] 1999 - 2001*St. Peter's Matriculation Higher Secondary School - Kodaikanal, Tamil Nadu, South India.
English Medium.

**10TH GRADE SCHOOL EXAMS***[GCE - LONDON EXAMS] 1997 - SRI LANKA*école internationale School – Kandy, Sri Lanka.
English Medium.

**PERSONAL**

**Marital Status:** Married
Non-Smoker
Own full UK drivers license
Basic use of BSL - British Sign Language

**To view my portfolio and detailed CV please visit my website:**

www.shendrew.co.uk