

ROSHAN KOLAR

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My professional career began more than a decade ago as a Creative Engineer which later leveled me up with experience to take up the role of Media & Tech Manager. My experience involved developing eLearning applications (as a multimedia specialist), working as part of a team to leading a team of developers and designers. Later, I chose Education as my domain and steered through eLearning, academic multimedia, website development, marketing communications and digital advertising by working for Oman's first private Higher Education Institution. Currently, I work as the Head of Marketing and Communications for the HEI. I love innovation and enjoy taking up challenges in my field of work. I'm a certified ScrumMaster, and I believe in the 'servant-leader' concept, hence I'm capable of managing and getting things done.

CAREER SUMMARY

Sep 2018 - date	Head of Marketing and Communications, Majan University College, Sultanate of Oman.
Jan 2016 - Aug 2018	Director of eLearning, Majan University College, Sultanate of Oman (2 years, 8 months)
Aug 2013 - Jan 2016	Learning Technology Advisor, Majan University College, Sultanate of Oman (2 years, 6 months)
May 2009 - Aug 2013	Media& Tech Manager, Incubix, Sultanate of Oman (4 years, 4months)
July 2007 - Apr 2009	Creative Engineer, Robosoft Technologies Pvt Ltd, Karnataka, India (1 year, 10 months)

WORK HISTORY

SEP 2018 - PRESENT **MAJAN UNIVERSITY COLLEGE, OMAN**
Head of Marketing and Communications

- Act as the strategic lead and manage and successfully deliver the organization's media and PR strategy.
- Work with the team on video, audio, animation, graphics, website design, online marketing (Google Ads, FB Ads.), publishing and content creation.
- Oversee the development and implementation of external communications policies and procedures.

- Manage the production and dissemination of all marketing and communications materials across all departments and keep them in line with the Marketing policies and brand guidelines.
- Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Dean and the Academic Board.
- Set objectives and manage recruitment and department/individual performance, including appraisals as head of department.

Jan 2016 - Aug 2018

MAJAN UNIVERSITY COLLEGE, OMAN

Director of eLearning

- Provide strategic and operational management and leadership of the eLearning department.
- Work with the team on eLearning video production, lecture audio, course animation assets, digital module graphics, updating the LMS and course design/development on Moodle.
- Develop instructional technology support based on a solid understanding of the institution's eLearning practices and instructional strategies.
- Facilitate the use of course design standards, procedures and pedagogical practices that apply to the institution's eLearning courses.
- Create, lead and communicate campus-wide discussions regarding the institution's eLearning initiatives and practices.
- Encourage and facilitate a positive working environment; provide positive team development and lifelong learning staff development opportunities.

Aug 2013 - Jan 2016

MAJAN UNIVERSITY COLLEGE, OMAN

Learning Technology Advisor

- Manage and administer the Institution's Learning Management System (LMS) using Moodle.
- Provide timely training and support to staff and students after major LMS upgrade especially for Turnitin and learning/teaching resources.
- Maintain timely backups and automate server tasks efficiently using scripts. Keep servers updated for stability (space and memory) and security.
- Create multimedia projects for the institution using authoring tools and embed them in the LMS. Train staff members to use interactive learning tools for classroom activities.
- Create all kinds of creatives like graphics, animations, videos, lecture audios, explainers, interactive content etc to enhance the online learning experience.
- Use Classroom Technology (Chromebooks, Chromecast, Student Mobile Apps etc.) to flexibly facilitate collaboration and engagement using the LMS, and other third party apps like Kahoot, Coggle etc.
- Design and develop LMS course materials in line with the eLearning policies and procedures. Create workflows and documentations for all tasks which are easily accessible to the entire eLearning team.
- Create interactive eLearning games, tutorials, quizzes etc to engage users on the site everyday. Use academically trending information/topics to keep them engaged on the LMS like interactive homepage sliders, NEWS RSS, Campus highlights, Contests, Quotes, Video of

the month etc.

May 2009 - Aug 2013

INCUBIX, OMAN

Media & Tech Manager

- Manage and communicate with 2 international team of designers and developers from Oman, one in India and the other in Pakistan to deliver web and device applications for clients in Oman.
- Manage the in-house team of designers and developers to cater to the local clients for corporate branding, websites, server solutions, video production, animation, mobile applications, CRM, ERP, LMS, payment gateways, CCTV Solutions, POS systems etc.
- Meet with clients to establish their expectations and needs, advise clients on what is technically possible and produce a proposal including realistic timescales and costs.
- Digital marketing using Google Ads, Facebook Ads, Instagram and LinkedIn Ads based on region, audience, gender preferences etc.
- Liaise with account managers and technical staff on behalf of the client and, where necessary, ensure clearance, quality assurance and copyright.
- Outdoor/Print marketing like magazine publications, exhibition booth design, agency communication, in-flight media, press releases, PR services, international magazines etc.
- Manage legal contracts and agreements between clients and the company. Be single point of contact for all advertising and development projects.
- Update and ensure all company services are up to date and running especially servers, scheduled backups, critical web services like payment gateways and IP cameras solutions.

Jul 2007 - Apr 2009

ROBOSOFT TECHNOLOGIES, INDIA

Creative Engineer

- Plan, design and develop eLearning applications using Adobe Flash. Ensure data communication through Microsoft .NET framework containing the entire eLearning application.
- Convert Macromedia Director files into optimised Flash files for software porting purposes ensuring files are compatible on all required Operating Systems.
- Create interactive explainer applications for HP printer's digital user manual using Flash with bookmark features, searchable keywords. Ensure the application supports Windows, Linux and Mac OS.
- Collaborate with the gaming team to design PoC for new games using animation tools. Engage in story boarding and envision game art and realistic game play strategies as a team.
- Collaborate with the app development team to design UI for applications including icons, splash screens and interactive animated explainer videos for in-app and in-game use.
- Use 3D applications to visualise game worlds with game developers with detailed documentation. Create 3D game assets using Autodesk 3DS MAX.
- Work with the web team to produce artwork for website, media kits, icons, animations, videos etc.

TECHNICAL SKILLSET

DESIGN

GRAPHIC, ILLUSTRATION, FONTOGRAPHY

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Spark
- Corel Draw
- Adobe Dreamweaver
- GIMP
- Autodesk 3DS MAX
- Prezi
- Pixlr
- Canva

VIDEO

EDITING, POST PRODUCTION, EXPORT

- Adobe Premiere Pro
- Adobe After Effects
- Apple Final Cut Pro X
- Magix Movie Edit Pro
- iMovie
- Camtasia Studio
- Swish

AUDIO

RECORDING, EDITING, EXPORT

- Adobe Audition
- Audacity
- WavePad Audio Editor
- Sony Sound Forge

AUTHORING

ANIMATION, PROGRAMMING, EXPORT

- Macromedia Director
- Adobe Flash
- Adobe Captivate
- Adobe Presenter

WEB

WEB PROGRAMMING, SERVER AND DATABASE

- C, C++
- ActionScript, JavaScript
- MySQL
- HTML, CSS, PHP
- Amazon Web Services, VPS.NET

CMS & LMS

MANAGEMENT SYSTEMS

- Moodle
- Joomla
- Wordpress

STUDIO SKILLSET

PHOTOGRAPHY, CINEMATOGRAPHY ET AL

- Canon DSLR for Photo and Video
- Worked with Zhiyun Crane Stabiliser
- Worked with DJI Ronin M Stabiliser
- Worked with DJI OSMO handheld DSLR stabiliser
- Worked with GoPro's for filming

QUALIFICATIONS, CERTIFICATIONS AND TRAININGS

2017

MASTER OF SCIENCE (MSC)

Information Management and Security

Graduated from University of Bedfordshire, UK with a Commendation Degree.

2006

BACHELOR OF ENGINEERING (BE)

Information Science

Graduated from Visvesvaraya Technological University, Karnataka, India with a First Class Degree in Information Science pathway.

2020

CERTIFIED SCRUM MASTER

Scrum Alliance

2020

CHANGE MANAGEMENT TRAINING

Knowledge Hut

2019

FACEBOOK ADS AND FACEBOOK MARKETING MASTERY

Udemy

2017

MITX CERTIFIED

Launching Innovation in Schools

A course of study offered by MITx, an online learning initiative of the Massachusetts Institute of Technology through edX.

2017

HARVARDX CERTIFIED

Leaders of Learning

A course of study offered by HarvardX, an online learning initiative of Harvard University through edX.

2017

MICROSOFT CERTIFIED

Certified Microsoft Innovative Educator

- 2007 **3D ANIMATION AND FILM MAKING CERTIFICATION**
Toonz Animation Academy, India
- 2001 **L4 BROADBAND DESIGNER CERTIFICATION**
Zee Institute of Creative Arts (ZICA) formerly ZEDCA, India

PAPERS PRESENTED AND RECOGNITIONS

- 2018 **PRESENTED A PAPER AT BETT MEA 2018, ABU DHABI**
The Chromelab: Innovative Learning Spaces Supporting 21st Century Education in the Higher Education Sector
- <https://mea.bettshow.com/session/chromelab-innovative-learning-spaces-supporting-21st-century-education-higher-education>
 - <https://theworldnews.net/om-news/muc-introduces-the-chromelab-at-bett-mea>
- 2017 **TURNITIN GLOBAL INNOVATION AWARDS 2017**
Honourable Mention
- Honourable mention for the category 'Writing with Integrity' for the Africa and Middle East region. For more visit : <https://www.turnitin.com/stories/roshan-kolar>
- 2015 **PRESENTED A CASE STUDY AT INNOVATION ARABIA 8, DUBAI**
Learn & Engage: A case study on centralised approach to increasing student participation in online learning
- http://www.innovationarabia.ae/wp-content/uploads/iarabiadoc/eL_Proceedings_IA8_2015_23MarR2015.pdf
- 2013 **PRESENTED A PAPER AT MOODLE MAJLIS, 2013**
Motivating through Moodle at Majan College: Introducing Digital Badges to increase student participation
- https://www.researchgate.net/publication/270396951_Motivating_through_Moodle_in_Majan_College_Introducing_Digital_Badges_to_increase_student_participation

PERSONAL DETAILS

DATE OF BIRTH **28.05.1983**

MARITAL STATUS **MARRIED**

NATIONALITY **INDIAN**

LANGUAGES **ENGLISH, HINDI AND FEW SOUTH INDIAN REGIONAL
LANGUAGES**

INTERESTS **PHOTOGRAPHY, ACTION FIGURE ENTHUSIAST, MOVIES,
BLOGGING, FILM MAKING, GAMING**

DECLARATION

I hereby declare that the above written details are true to the best of my knowledge and belief.