

# 20 Shades of Virdi in 30 Years!

Chief Community Officer, Media Consultant, and Assistant Professor - Gurjender Singh Virdi

Gurjender Singh Virdi, with a diverse background spanning national and international media, content, and community engagement for the past three decades, is a distinguished professional. With formal educational qualifications such as certificates in Digital Journalism, an Executive MBA, a Postgraduate Diploma in Computer Applications, and a Bachelor's degree in science, Virdi currently serves as the Chief Community Officer, offering his specialised services in the digital media world.

**Multifaceted Expertise & Navigating Challenges Across Sectors and Communities:** Virdi's professional journey traverses various sectors, including Consumer Technology, Photography and Digital Imaging, Automotive, Real Estate, Retailing and Franchising, Lifestyle, Sports, and more. His contributions to these diverse sectors and specific communities attest to his expertise in overcoming unknown challenges.

**A Comprehensive Exploration of 350+ National-Level Publications and Diverse Editorial Roles:** As a respected Magazine reviewer, Virdi has reviewed over 350 national-level magazines, showcasing his understanding of the publishing industry. He has played unique roles such as Founding Editor, Executive Editor, Managing Editor, and Editorial Consultant for prestigious national and international magazines like CHIP, Digit, Smart Computing, Better Photography, Overdrive, Forbes, Entrepreneur, Realty Plus, Franchise Plus, and Turbocharged etc.

**Expert In Connecting & Influencing People through Digital Content and Social Media Engagement:** Known for his excellent content services, Virdi actively engages on various social media platforms and blogs, consistently sharing useful, engaging, and relevant content to connect with his millions of readers and followers. Under the Smart City Citizen project, Virdi, as the founder of the 'Apni Smart City Life' project, launched a unique webzine for Hindi-speaking consumers. Through this platform, he aimed to raise awareness about the latest technology and products among Hindi-speaking consumers and guide them so that they could engage in smart shopping and adopt a smart lifestyle.

**Visual Arts and Mass Communication Trainer:** Starting as a hobby, Visual Communication has evolved into a professional skill for Virdi. In the departments of Visual Arts and Mass Communications, he served as an Assistant Professor and Media Consultant at State University in Haryana, imparting knowledge on Digital Art and Photography. He provided training to young professionals at both Undergraduate and Postgraduate levels, using his experience and expertise.

**IT and Web Skills:** Before delving into the media industry, Virdi spent the initial ten years of his career as a Computer and IT trainer. He provided training in various institutions like Makhanlal Chaturvedi National University of Journalism, CMC Limited, RajCom, and many others, offering services in software development and various IT domains. Today, he continues working on projects related to Website Development and Digital Marketing for several companies.

**Personality and Other Activities:** Known for his cheerful nature, soft-spoken demeanour and collaborative spirit, Virdi is not only passionate about Digital Art, Photography, and Music but has also been an active member of the Mumbai Press Club for 12 years. He later joined the Ajaymeru Press Club, Ajmer (Raj.) as an active member, where he was elected as an Executive Committee Member four times and once as the Secretary in the last 7 years.

With vast experience and deep insights, Gurjender Singh Virdi is making an unparalleled contribution to the Media, Content, and Community Building in today's dynamic media landscape. ■



You might know it as 'Alexa' or 'Siri' or 'Artificial Intelligence Bot', based on my professional profile in 2024, it has crafted my bio in this way.

पूछते हैं वो कि 'गालिब' कौन है,  
कोई बतलाओ कि हम बतलाएँ क्या.