CONSULTANT

Summary

Media Planner and Media Buyer roles handled in the adverstising industry with a total work experience of 4+ years. Excellent knowledge in the Media agency analytical tools like TAM (Television Audience Measurement), IRS (Indian Readership Survey), TGI (Target Group Index), and Google Analytics. Excellent knowledge in Microsoft Excel, Powerpoint, Outlook, Project, and Visio. Have used the tools at work place and academic front prudently. Basic and working knowledge in SQL (Structured Query Language), Core Java, HTML, SAP MM module Worked on operating systems like Windows 7, Windows Vista, Windows XP, and Apple OS X. Strong Interpersonal skills, leadership skills, listening skills, quick learner, and team player. Have a delightful and enlightening experience in working with top clients in FMCG, Automobile, Retail, e-commerce etc. Attended several conferences, and training programs with seniors. Highest qualification is MBA in International Business with dual specialization in Marketing and Finance. Currently pursuing Masters in Management Information Systems in the US. Looking forward to switch industry from Marketing to Technological field focused on Database side preferebly.

Highlights

- JAVA
- Web Technologies
- HTML, CSS
- Databases
- MYSQL
- Database Tools
- SQL
- Analytical and data Retrieving Tools
- Google Analytics, TAM, TGI, RAM, IRS
- Operating Systems
- Windows 7, Windows Vista, Windows XP, and Apple OS X.

Accomplishments

- Project Title Hospital Database Management System Course Database Design and Implementation Problem Lack of Centralized Database System, paper records management and lack of communication between functional Department Solution To design a Hospital management system and build the database in SQL Summary The project was related to Relational Database System and after identifying the departments and hospital unit as a whole.
- At the designing stage ER and Schema was formulated and in the implementing stage database was built in the most popular RDBMS called MySQL.
- Tools used MySQL Project Title Accounts Receivable Application (ARA) Course System Analysis and Design Problem The Company was working on an old legacy IBM mainframe system, which was costly ad inefficient.
- Solution Mainframe to distributed Environment Setup Summary new project proposed is to build an Accounts Receivable Application (ARA) which is distributed unlike the rigid and costly IBM Mainframe System.
- The Distributed ARA would be using the J2EE Platform, which is platform independent Java environment a Java platform for building, and implementing web based enterprise and application.
- Likewise, a disseminated framework will give Flexibility and scalability and cost efficiency.
- Methodology Generating System Request, Feasibility analysis, Use cases, Sequence, class, package diagrams, GUI Samples Tools Suggested/Used Ms Visio, Ms Project 2010, Java JDK, Business Objects, MySQL, Red Hat Linux, Web Logic Project Title ERP Implementation for a Regional electrical Utility company Course Enterprise Resourse Planning (ERP) Problem The company functional units are not communicating effectively and hence the overall efficieny is falling down Solution ERP system to make the company integrated across functions Summary Regional electric utility company is planning to implement ERP systems into their organization to make it more robust and integrated.
- Methodology In each functional units of organization which is Marketing, HR, Finance, and supply chain, the organizational structure needs to be identified, funcational and inter business processes needed to be identified and database needs to be integrated accordingly.
- Tools Suggested SAP S&D, MM, FI, and HR Modules.

Experience

03/2014 to 07/2014
Consultant Company Name

- The company was an event management company focused in the sports and fitness field based out of Bangalore.
- Their main client was Google and my role was to plan the events and consult the company on Marketing related processes.
- Job Responsibilities Managing Clients event planning budget Design and Implement Event Plans Monitor and control Event plans Consult on Advertising and Marketing activities Manage Reports and presentations Send Weekly and monthly updates Attend Pitch Meetings and presentations.

04/2013 to 11/2013
Account Manager Company Name

- To manage Clients Advertising Budget, Presenting the competition scenario in media perspective, suggesting an appropriate media mix and successfully implementing the plan, doing a post evaluation for the Media plan implemented.
- Job Responsibilities Division of work among the team member according to the brief Prepare a Work flow report and assigning responsibilties witn deadline Competition Analysis and Target audience profiling according to the campaign need Seeking approval for first

cut pre media plan from the client Regular Team Meetings and client meetings Generating MIS reports and weekly updates New client pitching Maintaining great relationship with media vendors and clients Post Evaluation of the campaign and lessons learned Company Name Group M Role Media Buyer.

12/2011 to 04/2013
Company Name

- To manage clients budget and negotiate the cost for the approved media plan and big media properties with the vendors and get the savings for the client Job Responsibilities Division of work among the team member according to the brief Prepare a Work flow report and assigning responsibilties witn deadline Investment profiling for media mix Responsible for first cut media plan Rates for planning Presenting new Media investment oppurtunities to the clients Finalising the Rates for the media plan and provide savings report to the client New client pitching Maintaining great relationship with media vendors and clients Post Evaluation of the campaign and lessons learned Company Name Mudra Role.

06/2010 to 12/2011
Media Planner

- To Manage Clients Advertising Budget, Presenting the competition scenario in media perspective, suggesting an appropriate media mix and successfully implementing the plan, doing a post evaluation for the Media plan Job Responsibilities Competition Analysis and Target audience profiling according to the campaign need Seeking approval for first cut pre media plan from the client Generating MIS reports and weekly updates Maintaining great relationship with media vendors and clients Post Evaluation of the campaign and lessons learned.

Education
Degree
MBA : International Business MIS Management Information Systems National University GPA: GPA: 10/4 International Business GPA: 10/4 MIS Management Information Systems
GITAM University GPA: GPA: 6/4 GPA: 6/4 HOBBIES: Singing, Socializing, Working out , and Travelling
Skills
Advertising, Apple, Budget, CSS, client, Clients, Databases, Database, event planning, event management, Google Analytics, HTML, JAVA, Managing, Marketing, Media plan, Meetings, Windows 7, Windows, Windows XP, MIS, MYSQL, new Media, Operating Systems, OS, Presenting, presentations, processes, RAM, Singing, SQL, Vista