

MANOJ MG

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CAREER OBJECTIVES

Dedicated and results-driven professional with 2+ years of experience at Tata Consultancy Services, Seeking a dynamic role as a Product Specialist with a passion for the entertainment industry and a deep understanding of the streaming landscape.

CAREER SUMMARY

- 2+ years of overall working experience with **TATA Consultancy Services** as a **Product Specialist** at Google LLC for YouTube TV.
- Developing effective communication strategies, and fostering strong relationships to drive YouTube TV's product success in the B2B space.
- Proficient in SQL, Google Sheets, Excel, Photoshop, Figma, Word, Outlook, Excel, and Internet applications.
- Experience in configuration and operation of 'cases' messaging systems.
- Extensive knowledge of troubleshooting techniques and logical analysis of complicated problems
- Exceptional ability to exercise good judgment in dealing with client's technical issues
- Good organizational and interpersonal skills
- Driving effective communication strategies, optimizing product experiences, and delivering value to business clients.

PROFESSIONAL EXPERIENCE

TATA Consultancy Service

June 2021 – Present

Client: Google LLC

Project Title: YouTube TV (Google YTV Blackouts)

Role: Product Specialist

Role and Responsibilities:

- A Product Specialist is responsible to developed and executing targeted B2B email marketing campaigns for clients across diverse industries, enhancing client engagement and brand loyalty.
 - Responsible for ensuring client satisfaction by handling questions related to YouTube TV via messaging tool 'cases' with a one-hour SLA.
 - Helping the network partners to launch the new network on YouTube TV.
 - Utilized marketing automation tools to segment email lists, personalize content, and improve open and click-through rates.
 - Conducted market research to identify industry trends and competitor strategies, providing insights for strategic decision-making.
 - Resolved requests related to the YouTube TV brand page, logo update, image point fix, and some tech support.
 - Creating the client weekly report using the pivot table(dashboard using Google visual studio
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Indian post office

December 2020 – June 2021

Designation: Assistant branch postmaster

Responsibilities:

- Delivering the post/mail on time.
- Helping people to open IPPB digital accounts.
- Infusing people to open the SB accounts.
- Maintaining the records of all the speed and register posts and sending the speed and the register post.

SKILLS

- SQL, Google Sheets, MS Excel, MS Office Photoshop, PowerPoint, Outlook, Excel, leadership, Communication skills, Email writing, Critical thinking, Analytical skill, Problem-solving skill, Microsoft Office, Innovative thinking, and Time management.
- Basic programming knowledge: JAVA, C, C++, HTML, PHP, Veb.Net.

ACADEMIC QUALIFICATION

- MBA (pursuing) - Business Intelligence and Analytics (Accredited by IoA, UK) (2022 – Expected 2024) from JAIN University.
- BCA (Bachelor of Computer Applications) (2017 – 2020) from Vivekananda degree college Puttur with 98.08%

CERTIFICATIONS/APPRECIATIONS

- Won star of the month Awards from TATA consultancy services for good performance and quickly ramping up in scrum work
- Lean SIX Sigma Green belt from SSAA
- The complete Java certification course from Udemy.
- SQL for data analysis certification from Udemy.
- The advanced SQL server master class for Data analysis certification from Udemy.

PERSONAL DETAILS

- Name: Manoj M G
- Father's name: Late Ganapathy M P
- Mother's name: Dhanalakshmi M G
- Date of Birth: 07/04/1998.
- Gender: Male.
- Marital state: Unmarried.
- Nationality: India.

DECLARATION

I hereby declare that all the above furnished information is true to the best of my knowledge, and if given an opportunity I promise to give the best abilities to the organization.

Manoj MG
