

GIRISH NIHALANI

Middle Level Assignments

Project Management

Industry Preference: IT

Location Preference: Mumbai

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 09766688122



Key Skills

Project Management

Key Account Management

Cost Control

Analytics

Stakeholder Management

Brand Management

Campaign Management

Quality Control

Team Management

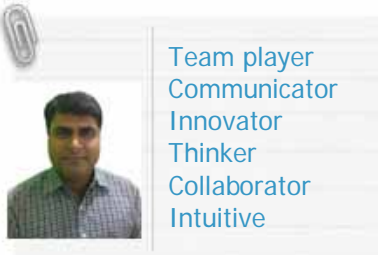


Profile Summary

- Result-oriented professional with **over 10 years** of experience in Project Management, Client Relationship Management, Budgeting, Digital Marketing and People Management
- Presently associated with **SDL PLC, Mumbai as Assistant Project Manager - Content & Translation Management**
- Hands-on experience in managing relationship with project stakeholders, keeping stakeholders informed of progress and issues in order to manage expectations on all project requirements and deliverables
- Swift in completing projects with competent cross-functional skills and making sure on time deliverables within cost parameters
- Pivotal in e-learning, e-commerce web development, UI interfaces and marketing collaterals
- Skilled in creating and sustaining a dynamic environment that fosters the development opportunities and motivates the high performance amongst the team members
- An enterprising leader with skills in leading personnel towards accomplishment of common goals



Soft Skills



Certifications

- 2008: Diploma in Multimedia from Arena Multimedia, Ghatkopar
- 2016: Google Adwords Certification from Google - Online

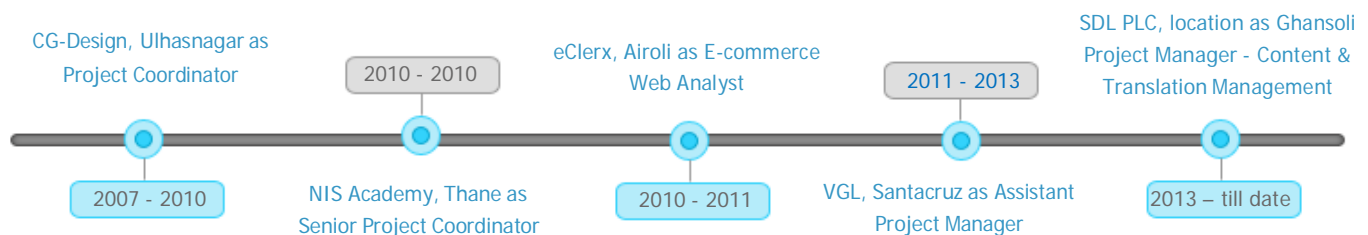


Education

- 2015: MBA in Marketing from K.J. Somaiya College, Ghatkopar, Mumbai University
- 2010: B.Com. from CHM, Ulhasnagar, Mumbai University



Career Timeline





Work Experience

Since Mar'13 with SDL PLC, Mumbai

Assistant Project Manager - Content & Translation Management

Role:

- Supervising a team of Translators, Designers, Engineers and Digital Specialists in network offices around the world
- Ensuring effective preparation of internal version of project plans and schedules based on client specific requirement that entailed appropriate contingencies in planning and resourcing
- Directing inside sales and consultation as key elements to projects
- Regulating allocation required for project resources, in line with project plans: organization, assigning, measuring and monitoring work project team members
- Making sure team's compliance with standards, practices and policies to assuring quality services and timelines of team's deliveries
- Contributing towards updating & preparing review documentation/ metrics and providing feedback to client, superior and peers about progress/forecast of project team's work, status of agreed goals
- Resolving issues or disagreements (system or service) while understanding causes and setting corrective/ preventive actions
- Identifying new business opportunity, budgeting and account planning, outsourcing additional resources
- Managing project baselines and controlling with respect to cost, resource deployment, time over-runs and quality compliance to ensure its satisfactory execution

Tools & Software: CMS, SDLX, Studio TMS, Photoshop, XML, HTML, InDesign, Illustrator, SEO

Highlights:

- Took several measures such as planning the project and estimating the work to ensure that project management was in line with requirements
- Overcame resource crunch and meeting short deadlines the completion of high priority project

Dec'11 to Feb'13 with VGL, Santacruz

Assistant Project Manager

Role:

- Monitored consistent digital marketing brand campaigns including creative development like website refreshes and microsite development, newsletter marketing and all agency deliverables
- Facilitated digital execution plans that cultivated targeted audiences, increased web presence and accordingly enhanced brand awareness
- Managed the success of Digital Media Campaigns through media analytics, KPIs, and dashboards
- Assisted:
 - Company's business development team for the development of proposals within the digital marketing segment and evaluated the effectiveness of marketing programs wherein provided market analysis and insights to senior management as per the requirement
 - Senior Brand Manager in the development of short and long-term strategic plans which included annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility
- Collaborated with marketing/ sales teams and corporate communication department as well as key agency media partners to gather information towards analyzing efficacy and Return on Investment (ROI) of all brand management events
- Managed day-to-day Search Engine Marketing (SEM)/ Search Engine Optimization (SEO), Ad word Campaigns activities which included campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns



Previous Work Experience

Sep'10 to Dec'11 with eClerx, Airoli

E-commerce Web Analyst

May'10 to Aug'10 with NIS Academy, Thane

Senior Project Coordinator

Feb'07 to Apr'10 with CG-Design, Ulhasnagar

Project Coordinator



Freelance Projects

- 3D: walkthrough – <http://www.youtube.com/watch?v=-j0ntaM8LWI>
- Website and Brand image creation: Project – (CMS Based website), Visualized, Designed & Structured, SEO



Technical Skills

- **Tools:**
 - 3D: AutoDesk Maya, 3Dmax, premierpro, AfterEffects,
 - 2D: Photoshop, CorelDraw, Illustrator, Dreamweaver, Photoshop, CorelDraw, Flash
 - Web Tools Sets: Storm Ware, Joomla, Word Press, HTML CSS



Personal Details

Date of Birth: 1st May 1981

Contact Address: Heera Panna apartment, Goalmaidan. Ulhasnagar - 421001

Languages Known: English and Hindi