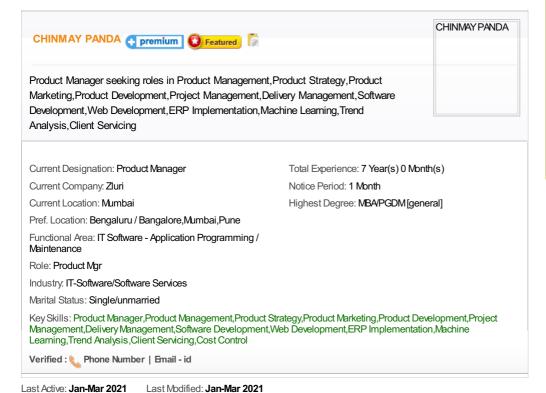


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Summary

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Result oriented professional with experience in Product Management,Product Strategy,Product Marketing,Product Development,Project Management,Delivery Management,Software Development,Web Development,ERP Implementation,Machine Learning,Trend Analysis,Client Servicing

Work Experience | Education | IT Skills |

Work Experience

Zluri as Product Manager Nov 2020 to Till Date

Project coordination, planning, and implementation across multiple teams for the alpha version launch of Zluri

Media.net as Product Manager May 2017 to May 2019

Headed the Auto-optimisation team to optimise contextual keyword delivery for Ad accounts of Yahoo-Bing Contextual Ad Network on publisher accounts of Forbes, MSN (US, UK, DE, FR, ES), The New York Times, WebMD, YieldMb, MediaVine

Built content classification models on Google Cloud NLP Categories, IAB Tech Lab Content Taxonomy V2.0, IPTC Media

Topics, Wikipedia Topics & optimised keyword delivery for revenue maximisation of above mentioned publishers Built Brand Safety, Sentiment Analysis, Intent micro-segmentation models through Machine Learning & Natural Language Processing, Named Entity Recognition, Phrase Match, '17-'19

Conceptualised Publisher Domain Performance Diagnosis Dashboard for benchmarking & trend analysis of Media.net direct buy sites

Developed Multilingual Taxonomy (German, French, Spanish) Sprig URL Categorisation, Domain Taxonomy, Immediate

Pattern contextual keword delivery products of Media.net. '18

Devised the Go To Market Strategy for the Native Ads Product of Media.net

BHEL as Engineer Feb 2012 to May 2015

Built Software Asset Utilization Monitoring System (SAUMS) to monitor & optimize the use of AutoCad licenses Built Artisan Recruitment Portal to transform the entire selection process online from application to final joining Designed Township Administration Portal of BHEL, Hyderabad, Built Unified Hospital Management System with Corporate IT. Introduced Business Excellence Practices for continuous improvement. '14 Devised & Implemented 'Single Sign On' policy, BHEL, '14 Performance ratings of 4.97/5 and 4.992/5 in '12-'13 and '14-'15, Among top 1% employees of BHEL, Hyderabad Led 16 Improvement projects; and contributed in 39 projects in total, '12'-15

Important

 Using Free CV Search you have access to featured candidate profiles of Naukri. You can browse through the profiles and email the candidates of your choice directly using the email option provided. To prevent misuse of candidate information, contact details and attached resume of the candidates have been withheld TCS as System Engineer Aug 2010 to Feb 2012

Oversaw client site activities during the User Acceptance Training & Go Live phase of TCS ERP 'ENRGISE',

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Education

UG: B.Tech/B.E. (Electronics/Telecommunication) from KIIT University, Bhuvaneshwar in 2010

PG: MBA/PGDM (general) from Indian Institute of Management (IIM), Bangalore in 2017

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IT Skills

Skill Name	Version	Last Used	Experience
JAVA		0	0 Year(s) 0 Month(s)

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Languages Known

Language	Proficiency	Read	Write	Speak
English				
Hindi				
Odia				

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Affirmative Action

Work Authorization

Physically Challenged: No

Job Type: Permanent / Temporary Employment Status: Full Time, Part Time

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