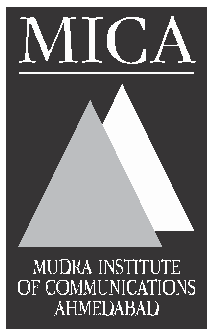
**SAMIR PRAKASH**

27 years **l** Male **l** samir12@micamail.in **l** +91 85113 30044



**EDUCATION**

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| --- |
| PGDM(C) 2012-14 Mudra Institute of Communications, Ahmedabad 82.50% |
| B.Tech. (Information Technology) 2005-09 KIIT University, Bhubaneswar 90.90% |
| Class XII (CBSE) 2003 D.A.V. Jawahar Vidya Mandir, Ranchi 71.20% |
| Class X (CBSE) 2001 S.K.P. Vidya Vihar, Bhagalpur 84.40% |

**SUMMER INTERNSHIP**

**Marketing Intern, Mattel Toys India Ltd., Mumbai (April 2013 - May 2013)**

* Project: ‘Branding and Promotion of Mattel Games across India’
* Designed, planned and executed UNO Asia Challenge 2013 Indian Chapter
* Enhanced reach of Scrabble and conducted on-ground activations at Mumbai Book Fair to increase visibility of Scrabble
* Carried out in-depth consumer interviews and focused group discussions to understand buying behavior for HotWheels
* Market visits with the sales team to understand sales and distribution management

**WORK EXPERIENCE**

**Systems Engineer, Tata Consultancy Services Ltd., Chennai (December 2009 - June 2012)**

* Module lead for SAS Middleware Project with Bank of America (BOA) relationship
* Development of web services, APIs using WebMethods and Java services
* Member of critical initiatives like NGEN P2P, Online Fraud Detection Stability and SMS 1 Way Alerts systems
* Responsible for initiative planning, code management, maintenance and support at off-shore and working with pre-sales team

**OTHER INFORMATION**

**Areas of Study**

* **Brand Management:** FMCG Branding, Retail and Shopper Marketing, B2B Marketing, Sales and Distribution Management, Services Marketing, Integrated Marketing Communications, Innovation Marketing, Rural Marketing and Communications
* **Digital Communication Management:** Digital Marketing, Online Research, Internet Based Retail, Online Display Advertising, Online Video Advertising, Social, Local and Mobile Marketing

**Honours and Awards**

* First Position, ‘Wired’, Online Social Awareness Event, ‘Purvodaya’, Management Festival, VGSOM, IIT Kharagpur, 2013
* Second Position, ‘Road 2 Ideas’, National Innovation Run Event, Young Indians - Confederation of Indian Industry, 2012
* Finalist, 'Product Evolution', Marketing Event, SCMHRD, 2012
* Participant, ‘Biz Mavericks’, Stock Market Simulation Event, ‘Kritansh’, Technical and Management Festival, KIIT, 2009

**Academic Activities**

* Completed, ‘Digital Analytics Fundamentals’, Online Certification, Google Analytics Academy, 2013
* Completed, ‘Social Media Marketing for Businesses’, Online Course, Digital Vidya & Udemy, 2013
* Created and marketed e-commerce store, ‘DailyVocab.com Merchandise’, Internet Based Retail Project, MICA, 2013
* Recipient, Special Appreciation Prize, Photonovel Concept and Execution Workshop, MICA, 2012
* Certified, 'Java Programming, Linux Essentials and Database Essentials', Red Hat India, 2007

**Internships and Projects**

* Conducted, Rural Research Project, Kasba Village, West Bengal, MICA, 2013
* Completed, Industrial Training, BSNL, 2008
* Completed, Project on ‘Online Chatting System’, Red Hat India Training, Kalinga Institute of Industrial Technology (KIIT), 2007

**Extra-curricular Activities**

* Semi-finalist, KIIT Premier League, National Level Inter-University Cricket Tournament, KIIT, 2009
* Participant, KIIT Robotics Society, KIIT, 2009

**Positions of Responsibility**

* Member, ‘TEDxMICA’ & ‘Envisage’, Annual Business Conference, MICA, 2012-13
* Volunteer, ‘Aniketa Ascharya Charitable Foundation’, NGO, 2012
* Volunteer, ‘Codiac’, Programming Event, ‘Kritansh’, Technical and Management Festival, KIIT, 2009

**Hobbies and Interests**

* Solving Sudoku, Reading and Writing Hindi Poetry, Listening to Ghazals , Travelling