

# Govind Kumar

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## EDUCATION

### Indira Gandhi National Open University

Expected Graduation, 2024

Master of Business Administration in Marketing Management

- **Concentrations:** Consumer Behavior, Sales Management, Product & Brand Management, International Marketing & Market Research, Integrated Marketing Communication, Retail Management.
- **Related Coursework:** Management Functions and Organizational Processes, Human Resource Management, Business Environment, Accounting for Managers, Quantitative Analysis for Managerial Applications, Business Communication, Information Systems for Managers, Managerial Economics, Strategic Management, Financial Management.

### Indian Institute of Management

2024

Executive program in Digital Marketing

- **Concentrations:** Digital Marketing, Ecommerce, Product & Brand Management, Online Market Research.
- **Related Coursework:** Search engine Optimization, Social Media Marketing, Email Marketing, Google Ads, Google Analytics, Google DV 360.

### Rajiv Gandhi Proudyogiki Vishwavidyalaya

2021

Bachelor's in computer science engineering

- **Concentrations:** Software Development, Data Management and Analysis, Computer Networks and Security, Web Development and E-Commerce, Algorithm Design and Analysis
- **Division:** 1<sup>st</sup> with 8.5 CGPA.
- **Related Coursework:** Foundational Skills, Programming and Software, Mathematics & Discrete Mathematics, Databases and Web Programming, Networks and Systems, Software Engineering.

### Dayalbagh Educational Institute

2016

Vocational Diploma in Information Technology

- **Concentrations:** MS Office, SQL, C, Web- Designing (HTML, CSS, JavaScript).
- **Division:** 1<sup>st</sup> with 7.03 CGPA.
- **Related Coursework:** MS Office Applications, Computer Organization & Programming, SQL Database Management, Web Pages Designing & Web Page Hosting.

### Dayalbagh Educational Institute

2013

I.T.I – Fitter – 9.5 CGPA

### Dayalbagh Educational Institute

2011

High School – 75% BSEB

## EXPERIENCE

### MFilterIt

Jan 2024

#### Manager Operations (Brand Safety)

An operations manager in the Brand Safety department plays a crucial role in ensuring that a company's brand is protected from various threats. This role involves leading efforts in brand protection, preventing brand infringement, combating affiliate fraud, leveraging OSINT (Open-Source Intelligence), and conducting identity scans.

- **Leadership and Strategy:** Provide strategic direction and leadership for the brand safety team to align with the company's overall goals and objectives, and oversee the operational activities involved in the final delivery of the product.

- **Cross-Functional Collaboration:** Work closely with other departments such as marketing, sales, development, and customer service to ensure a comprehensive approach to brand safety.
- **Performance Metrics:** Establish key performance indicators (KPIs) to measure the effectiveness of brand safety initiatives and continuously improve processes.
- **Stakeholder Communication:** Maintain clear and effective communication with stakeholders, including senior management, to report on brand safety department activities and outcomes.
- **Continuous Improvement:** Stay updated with the latest trends, product development, product enhancement, process improvement and automation, tools, and best practices in brand protection, infringement prevention, fraud detection, and OSINT to continually enhance of productivity of the brand safety department.
- **Customer Success:** supporting the Customer Ops Team involves enhancing customer experience, optimizing processes, providing training, resolving issues, fostering cross-functional collaboration, utilizing technology, and strategic planning to ensure efficient and exceptional service delivery.

MFilterIt

Sep 2019 – Dec 23

#### Deputy Manager (Brand Safety)

- As Deputy Manager Lead the operations team with Strong knowledge of Brand Safety, Brand Infringement, SocialMedia tracking, Apps tracking, IM tracking, google, Bing, Yahoo search tracking, Google Ads, Brand Bidding, and inappropriate content monitoring.
- Takedown of fraud/fake websites, fake social media handles, fake distribution/franchise offers, digital ad fraud, detecting BOT traffic.
- Managed tight deadlines and efficiently maintaining a high level of performance under pressure.
- Continuously monitor various sources such as forums, social media, dark web, and open-source intelligence for indicators of potential cyber threats, collected breached databases from different dark and deep web forums.
- Gather information using OSINT, OSRF and different platforms like social media and organic search.
- Provide cyber risk and threat identification by proactively and continuously monitoring the internal and external landscape for relevant events, risks and threats related to malicious code, vulnerabilities, and attacks.
- Worked with Ubuntu, Linux and Parrot Tools to collect footprints like Maltego, Spiderfoot, Criminal IP.

### LEADING PRODUCTS

- **Affiliates Monitoring:** To detect all the paid media campaigns across all the digital channels and prevent affiliate fraud where affiliates are involved in suspicious activities.
- **Brand Monitoring:** Brand monitoring and protection against fraudulent or malicious activities associated with a brand. Fake websites, Unauthorized Dealership, Logo/IP Infringement, Trademark, Counterfeit and compliance monitoring and takedown.
- **Money Laundering:** Money laundering is an illegal activity involving the concealment of the origins of illegally obtained money, typically by means of transfers involving foreign banks or legitimate businesses.
- **Brand Relevancy:** Brand relevancy, businesses often rely on a combination of marketing strategies, data analytics, and tools to ensure that their brand messaging aligns with the target audience and market trends.
- **OSINT:** Leveraging OSINT techniques to gather data relevant to fraud prevention, such as analyzing patterns of fraudulent activities, identifying potential threats, and enhancing the overall security posture.
- **Compliance Audit and Counterfeit:** Ensuring compliance and detecting counterfeit products are critical to maintaining product integrity, customer trust, and brand reputation.
- involved in the final delivery of the product.

### EXPERIENCE

Cyient Ltd  
GIS Engineer

Aug 2016 – Aug 2019

Three years of experience as a GIS Engineer with the following job responsibilities:

- DCA (Digital cartographer associate in production).

- QCA (Quality check associate in QC department).
- Tool development and automation suggestions.
- Perform creation and maintenance of the Tom-Tom geographical databases by digitizing the source material as mentioned in the respective Project PIs/PDs.
- Perform Quality Checks on data produced on digitization

## **PROJECTS**

- **HAD - Highly autonomous driving**
  - HD Map for HAD (Capture, attribute and digitized Motorway and expressway)
  - HAD Geo Editor (Captured and modify geometry and attribution)
  - HAD Connectivity Editor (Create Junction connectivity)
- **Advance driver assistance system (ADAs)**
  - • CAJ (Curvature junction)
  - • COR (Curvature on road)
  - • CAL-QC

## **SKILLS**

### **Managerial skills:**

- Effective communication and team leadership.
- Strategic thinking and decision-making abilities.
- Problem-solving and analytical skill

**Technical Skills:** Data Analysis, Product development, Product Operation, product Management and Sprint Planning.

**Programming Skills:** Basic Python, SQL, AWS-S3.

**Tools:** MS Office, Table++, SEO Tools, Google Analytics, One drive, Redmine, Lucid chart, Google Sheet.

**OS:** Windows, Linux

**Visualization:** Power Bi.

## **CERTIFICATIONS**

- Product Management Certification by Great Learning
- Product Analytics Certification by Pendo
- Google Analytics
- Google Ads Search
- Search Ads 360

## **DECLARATION**

I certify that the information provided in this resume is true and accurate to the best of my knowledge.

Govind Kumar