GREESHMA RAMADAS

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☎ +18623723680   ⚲ Dallas, Texas

ACADEMIC PROJECTS

Library Management Database (SQL, Mongo DB)
- Prepared the design of an entity relationship diagram (ERD) model for library database architecture through MS Visio.
- Created tables and wrote SQL queries to perform data manipulation, normalization including insert, update and delete queries for library transactions and management.

Product Development - Improving existing product WhatsApp
- Worked on WhatsApp enhancement features.Unable to mute a specific contact in a group chat, we devised a solution by assessing the target persona, 3C-4P, product positioning, and developed a productroadmap.

Agile Project Management (MS Project)
- Using MS Project tool, I created a Gantt chart, project task, resource name, resource allocation, critical path, total slack, and free slack for a software-controlled conveyor project. Analyzed the critical path before and after resource allocation, resolved over-allocated resources by resource leveling, evaluated examined the effects on total cost, duration of the project after resolving the over-allocation problem.

Evaluation of UTD Covid 19 pandemic response (SPSS, XL data Analyst, Qualtrics)
- A questionnaire was developed using Qualtrics to analyze the students view about the safety measure taken by UTD to prevent spread of covid 19 pandemic. Sample size of 80 respondents was taken at UTD who attend classes in person and online to answer the questionnaire. The result was found that students would prefer to attend online classes, extremely satisfied with the way UTD has taken the measures to prevent the spread of covid 19 at campus.

Marketing Plan for GOAT landscape service
- Developed a marketing plan for Goat landscaping service in the city of Celina Texas and implemented a detailed financial projection of costs and revenues.
- Performed SWOT analysis, analyzed target market, price, promotion,service, positioning, Situation and Environment Analysis in landscaping sector.

EXPERIENCE

Kalpatharu Breweries Distilleries Pvt Ltd

Marketing Executive

📅 June 2017-August 2021   ⚲ Bangalore,India

- Established and maintained a strong client relationship and increased sales by using communication skills.
- Prepared detailed reports on marketing analysis findings, which include graphs, charts and illustrations to translate complex information into understandable terms.
- Performed SWOT analysis and promotions which increased customer rate.
- Created SEM, SEO, SMM, E-mail, Facebook Campaigns.

EDUCATION

MS Marketing

📅 2021-2022   ⚲ University of Texas at Dallas

- Courses: Database foundations for Business Analytics, Statistics and Data Analysis, Agile Project Management, Foundations of Digital Product Management

MBA, Marketing

📅 2015 -2017   ⚲ PES University

- Courses: Business Analytics, Managerial Economics, Strategic and Brand Management, Business Research Methods, Marketing Strategy

Bachelor of Computer Applications

📅 2011-2014   ⚲ SFGC

SKILLS

Tableau   Google Analytics

Data Visualization   Google Data Studio

Digital Product Management

Marketing Analytics

Google tag manager   Digital Marketing

SQL   MySQL   MongoDB

TOOL TECHNOLOGIES

MS Project	●●●●●
JIRA	●●●●●
SPSS	●●●●○
HTML	●●●●○
CSS	●●●●○

CERTIFICATIONS

- Google Analytics from Google
- Udemy - Marketing Analytics, Agile Foundations and Product Management: Building a Product Strategy

QUALITIES

Adaptability   Creative   Cooperation   Innovative   Truth   Commitment