Smriti Shrivastava

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ACADEMIC QUALIFICATION

Degree	Specialization	Institute	University	Year	Percent/ CGPA
PGDM	Marketing, IT	T. A. Pai Management Institute, Manipal, Karnataka	Autonomous (Under AICTE)	2020	6.3 out of 10
B. E.	Electronics & Communication	Hitkarini College of Engineering & Technology, Jabalpur	Rajiv Gandhi Technical University	2015	7.6 out of 10
Class XII	Science	Christ Jyoti Senior Secondary School, Satna	C.B.S.E.	2011	78
Class X	-	Blooms Academy, Satna	C.B.S.E.	2009	84

PROFESSIONAL EXPERIENCE

Tata Consultancy Services Limited, Pune	System Engineer	Nov 2015 -April 2018
Roles and Responsibilities	- Worked as a developer with a team of **40+** in **Business Intelligence** domain for one of UK's biggest automotive manufacturing company Jaguar Land Rover. - Actively involved in **gathering requirements** from end users to modify various technical & functional specifications across **4** projects. - Led the design, delivery and maintenance of the BI & Data solutions for the Global Planning & Supply which is responsible for managing and planning **Global volumes for sales and production.** - Fine-tuned existing **SQL** queries on Microsoft SQL for maximum efficiency and performance. - Involved in Creation of ETL data mapping and transformations on **SAP** Business Objects **Data Services** (**BODS**) Designer. - Built, published and customized **Tableau** reports and dashboards for data visualization. - Successfully delivered enhancements by reduction in incident count by approx. **50%**.	

SUMMER INTERNSHIP

Emeritus, Mumbai	Product Manager	Apr 2019 -May 2019
(Online certificates and programs in collaboration with the Ivy-league universities)		
Project Title	Product Life Cycle Management in E-learning industry.	
Description	*Product Development, Launch, Revenue and Support*	
Roles and Responsibilities	- Delivered **revenue and profits** for certificate programs, by analyzing Weekly, Monthly and Quarterly **analytics reports** to track Sales & Marketing matrices in Salesforce CRM - Prepared **media plans** to ensure optimal marketing budget is spent across targeted countries retaining the overall target **ROI** of **>60%** - Created **marketing questionnaire** and **audience personas** for targeting and positioning of products - Streamlined product literature and **marketing collaterals** ensuring smooth product launch - Led the successful creation of **2 new products**/program categories and expansion of older product categories for certification/executive education business of Emeritus - Identified underperforming countries to maintain effective **lead generation** - Contributed in achieving quarter target of enrollment numbers with the sales team by ensuring minimum 'Lead to Paid App' ratio of **4%** for **2** programs	

PROJECTS UNDERTAKEN

SMARTIVITY	Market Research	Oct 2018 – Nov 2018
Description	- Designed an extensive market **research framework** to find the factors that affect toys purchase decisions, measure awareness of STEM toys and evaluate brand positioning - Designed & conducted **3** FGDs and **6** In-Dept Interviews for primary data collection for the event BrandScan 2018	

	• Developed a questionnaire and designed Disguised Games to collect data for the analysis from a target audience of **293** respondents in a stall format at Orion Mall, Bangalore • Provided recommendations to **increase sales** for SMARTIVITY

POSITIONS OF RESPONSIBILITY

Member- Alumni Relations Committee	TAPMI	Aug 2018- Mar 2020
Roles and Responsibilities	• Elected **1** of **14** members to manage **6000+** alumni network of TAPMI • Conducted and led the **Hyderabad** and **Kolkata** City meets while handling **120+ guests**; Managed overall budget of **4+ lakh** • Conducted Alumni Mentorship Series and Alumni Interaction Series while coordinating with **50+** industry stalwarts to foster interaction of notable alumni with the current students • Organized and managed corporate styled events (**2** International Meets, **5** City Meets, **3** Batch Meets)	

Head (Robotics Club)	Hitkarini College of Engineering & Technology	June 2014-June 2015
Roles and Responsibilities	• Handled a team of **10** members to organize annual event "Yantraveda" with 100+ participants while managing an overall budget of **0.80+ lakhs** • Organized **2**-day "Cyborg-The Robotics Workshop" during annual tech-fest, 2014	

TRAININGS & CERTIFICATIONS

DataCamp (May, 2020)	Completed an online certified course on **Introduction to Tableau**
Coursera (April, 2020)	Completed an online certified course on **Marketing Analytics** by University of Virginia
BSNL (June,2014-July,2014)	Training about functioning of **Telephone Exchange** and gained practical knowledge about telecommunications

ACHIEVEMENTS

TAPMI Achiever's Club (2018-19)	Awarded in a batch of **484** students for remarkable contributions towards Institution building activities
Best Team Award (May 9, 2016)	For delivering a **critical project** in minimum time with limited resources
On-The Spot Award (Jul 5, 2017)	Organized symposium event in TCS for **50+** clients from distinct countries

EXTRA-CURRICULARS

- Stood **1st** in "LIBAZ" 2020, an intercollege fashion show competition, organized by Atharva, TAPMI.
- Stood **1st** in MERAKI 2019, a **photography** competition, organized by The Literary and Media Committee at TAPMI.
- Trained **100+** underprivileged students at Gawarewadi Slum, Pune.
- Appreciated with **'TCS Purpose4Life'** for my commitment and efforts related to CSR activities in 2017
- Awarded as **TCS Safety Star** for commitment towards employee welfare and workplace safety
- Awarded as **Star Performer of The Month** for on-time defect free project delivery.
- **Hobbies** – Cooking, Travelling, Following Fashion & Lifestyle Blogs
- **Languages** known – English and Hindi