

Tatipaka Anusha

Mobile: +91 - 8008358871

Email: tatipaka.anusha1250@gmail.com

Experienced Senior Consultant with a successful 10-year tenure in Capgemini's Global Sales and Marketing Group. My expertise lies in crafting media coverage, performing in-depth analysis, summarizing pertinent news, and delivering valuable insights to create comprehensive company profiles and impactful executive summaries. My skill set includes proficient data analysis, efficient database management, effective research capabilities, strong communication prowess, and exemplary project management abilities. Now, I am enthusiastic about pursuing an immediate career change and eagerly seeking opportunities to transition into a new role as swiftly as possible.

Skills:

Press Release
Newsletters
Market Research and Analysis
Account Research
Financial Services Industry Knowledge
Secondary and Primary Research Methodologies
Company Profiling
SWOT Analysis
Database Utilization (Celent, Gartner, Forrester, ZoomInfo, etc.)
Industry News Monitoring
Microsoft Office (Word, PowerPoint, Excel)
Strong Presentation and Communication Skills

Areas of Expertise:

- **Data Collection and Analysis:** Collect, monitor, and analyze data related to media coverage and PR activities in a fast-paced environment. This includes conducting daily news scans using tools like Google News, Celent, Gartner, Forrester, ZoomInfo, etc.
- **Summarizing and Sharing News:** Meticulously read articles and summarize relevant news for PR team. This involves sharing important news findings with the team to keep them updated on the latest trends and developments.
- **Database Management:** Populate media articles accurately in a SharePoint database and maintain database hygiene. This helps in organizing information and facilitating easy access to media articles for internal stakeholders.
- **Reporting:** Assist in preparing monthly, quarterly, and annual reports for internal stakeholders, which may include analysis of media coverage trends and insights using Excel pivot table analyses and PowerPoint decks.
- **Competitive and Industry Research:** Conduct in-depth manual research on competitors and industry trends to identify new PR opportunities. Utilize available tools and resources to deliver actionable insights for the PR team.
- **Company profiling:** Developing comprehensive profiles of companies, including business and financial overviews, executive biographies, SWOT analysis, and other relevant data.
- **Secondary and primary research:** Skilled in conducting secondary and primary research to gather relevant data on competitors and market trends.

- **Business/sales development:** Ability to support internal teams in expanding their businesses and provide sales and account teams with the necessary tools to engage with clients.

PROFESSIONAL EXPERIENCE:

Senior Consultant - Research and Insights

Oct '13 - Present

Global Sales and Marketing Group | Capgemini

Roles and responsibilities:

- Conduct daily news scans through Google News and other platforms, focusing on targeted keywords related to organization, products, or industry and provide concise and relevant summaries for the PR team.
- Conduct in-depth desk research for feasibility studies to assess availability/non-availability of data to conduct market studies on the latest technologies.
- Conduct primary and secondary research to gather data and insights on markets, industries, competitors, and customers.
- Competitive Intelligence: Conduct competitive analysis by monitoring and evaluating competitors' strategies, pricing, products/services, and market positioning.
- Deliver research findings in PPTs and other formats based on the requirement.
- Excellent communication and presentation skills, with the ability to effectively communicate complex information to clients and stakeholders.
- Prepare reports, including charts and graphs, for annual/quarterly sector reports, following the provided template and style guide.
- Ensure and take ownership of timely and high-quality deliverables for clients.
- Responsible for preparing company profiles, which includes company overview, financial analysis, recent developments including product launches, mergers & acquisitions, collaborations & agreements, executive biographies, SWOT analysis, and other relevant data.
- Develop detailed, high impact, and highly researched insights reports on companies that includes facets of the operations including strategy, SWOT, peer landscape, etc.,
- Created impactful executive summaries for specific countries and markets, highlighting industry trends, market share data, technological advancements, and other key details.
- Responsible for Market research and lead generation, doing extensive research on Companies & their IT landscape and updating the contacts with their personal information like phone numbers & email IDs.
- Extracting information from different sources, including company website, professional social networking sites like LinkedIn, Hoovers and Zoominfo etc.
- Mentor and coach junior team members and provide guidance and support to help them grow and develop their skills.

Achievements:

- Recognized for outstanding contributions in delivering valuable insights, driving strategic decision-making, and supporting business growth.
- Received commendations from clients and internal teams for effectively presenting complex information in a clear and concise manner.

Staff Writer:

Progressive Digital Media

Sep '10 - Mar '13

Content Writer

21st Century Web

May '13 - Sep '13

EDUCATIONAL QUALIFICATION:

- **B. Tech-** Computer Science Engineering (2010) – Vidya Vikas Institute of Technology, affiliated to JNTU| Hyderabad
- **Inter** – MPC – Gowtham Jr. College
- **10th Standard** – Loyola High School