

Trainer Profile – Samarkant

Educational Qualifications

- **Kurukshetra University**
Master's Degree, Computer Science, 2002 – 2004
- **Symbiosis institute of Management Studies**
Master of Business Administration (M.B.A.), 2002 – 2004
- **Indian Institute of Mass Communication**
PG Diploma Advertising and Public Relations, 1989 – 1990
- **Delhi University**
Bachelor of Science (BS), 1984 – 1990

Skillset

- Languages : C#, Java, Scala, Python, JavaScript
- Databases : MySQL, SQL Server, MongoDB, HBase
- Operating system : Ubuntu 14.04 LTS, CentOS 7, Windows
- Development Platform : Eclipse Luna, Hortonworks Development Platform HDP 2.5.0, Cloudera CDH-5.8, Hadoop – 2+ - Pig – 0.14.0, Hive – 1.2.1, HBase – 1.1, Spark – 1.6.3, 2.0, Yarn, Visual Studio 2012, SQL Server Management Studio, MongoDB 3.0 +

Certifications

- HDPCD - Hortonworks Development Platform Certified Developer
- HDPCA – Hortonworks Development Platform Certified Administrator
- MCDBA – SQL Server 2000 – Microsoft Certified Database Administration
- MCSD – Dotnet Platform – Microsoft Certified Solution Developer

Trainings Delivered

- Innumerable trainings for GroupM on site(Mumbai,Delhi,Bangalore,Chennai,Calcutta) and web based on the applications cited above
- Machine Learning and Spark Streaming, Spark SQL and GraphX for Cognizant at Chennai
- Spark and Mahout for ICTA(Information and Communication Technology Agency) of SriLanka at Colombo
- Apache Spark using Scala on Edureka online – four batches

- Hadoop ecosystem – HDFS, MapReduce, Hive, Pig, Flume, Sqoop, Oozie, Spark at local institutes in Delhi
- Online Hadoop – comprehensive java MapReduce, Hive, Pig, Sqoop for Cognizant teams from various locations globally
- Scala language – comprehensive tour for Infosys at Mangalore
- Advanced Machine Learning – online for SimpliLearn – 4 batches
- Big Data and Spark Development – online for SimpliLearn
- Apache Spark – full spark ecosystem workshop for ICTA

Professional Summary

- Elearning system development and Big Data Technologies Training - Self employed
August 2013 - Present
 - Web, mobile based platform to help people build up varied IT skills efficiently, effectively, enduringly, economically, rapidly.
 - Technologies employed – MongoDB, Node, Express, Angular Javascript, principles of psychology
 - Initial content – Big Data Technologies
 - Trainings – online and onsite for various groups
- National Director - Business Applications Software at GroupM
September 2004 - July 2013
 - Planning, analytical, datawarehousing applications delivered to a base of 400 media planners | buyers | operators managing media investment managements of Rs 8000 Crore+ for India's largest media agency – GroupM India – part of WPP communications – world's largest communications group
 - Technologies used – Dotnet Platform, SQL Server – 2000 – 2012, Reporting Services, Analysis Services, C# Windows Forms, C# WPF
- Media Director at Contract Advertising
January 2001 - September 2002
- Media Controller at FCB Ulka
October 1999 - May 2001
- Senior Media Group Head at DDB Mudra Group, R K Swamy Advertising
January 1990 - October 1999

Projects

- Metis - GroupM data warehouse for media data – initially developed through MindTree – complete ownership and evolution for 8+ years
- SQL Server Analysis Services and Reporting Services based

- M Sprint – Planning application conceived, developed, installed, implemented, administered, promoted, managed – by self - a unique application of its kind in the media industry – cut down grunt work by 80%
- reduced TV plan development time from 5+ days to half a day
- Technologies – C# Windows Forms, SQL Server – Client – Server architecture - adopted by 80+% of target audience – across 6 cities – 15 offices
- Matrix – GroupM Asia Pacific Market and Agency data management platform – implemented, managed in India by self
- Intelligence – Client facing dashboards integrating media data and analytics
- e4rlearning.com – mean-stack based unique learning system – under development