Data Analyst / Marketing Specialist

Presented by OIM, your trusted partner in Quality Services. We specialise in supplying top-tier Quality Inspection Personnel to integrate and reinforce your teams.

EXECUTIVE SUMMARY

Highly motivated Master's degree graduate in International Business Management with practical experience in data analysis and marketing. Proven expertise in product marketing, social media strategies, and online content creation. Strong analytical skills with a focus on quality control and operational efficiency. Seeking opportunities in data analysis, marketing, and business strategy within dynamic environments.

KEY ACHIEVEMENTS

Product Data Aggregation Project: Merged and cleaned data from suppliers to consolidate product details, prioritizing higher-quality data.

Data Correction and Visualization Project: Corrected and analyzed large datasets, creating insightful visualizations with Power BI.

Competitive Intelligence Strategy: Conducted comprehensive research utilizing SWOT and Porter's analyses to propose strategic solutions.

PROFESSIONAL EXPERIENCE

Head of Marketing and Communication (Freelance)
Restaurant Wandi, Nantes, France   **11/2022 - 06/2023**

- Developed expertise in product marketing and online content creation.
- Designed commercial documents and managed social media marketing.
- Oversaw website design and maintenance.

Production Supervisor
SVP PolyThreads, Coimbatore, India   **09/2021 - 10/2022**

- Organized and supervised spinning yarn processes.
- Managed stock and inventory records digitally using Excel and Power BI.
- Maintained machines for operational continuity and efficiency.

Research Intern
CNRS Research Laboratory, Nantes, France   **03/2021 - 08/2021**

- Conducted experimentation on solar harvester systems.
- Implemented solutions using Texas Instruments MSP430FR5994.

Electrical/Automation Engineer

Quality, Integrity, Reliability

TECHNICAL SKILLS

- Power BI
- Tableau
- Google Analytics
- Google Sheets
- Microsoft Office
- Python
- SQL
- Embedded C
- C++
- R Programming

SOFT SKILLS & PERSONALITY TRAITS

- Analytical
- Problem Solving
- Creative
- Adaptability
- Leadership
- Team Work
- Autonomy
- Curious

EDUCATION & TRAINING

- Master's in International Business Management (MSc-IBM) – IAE Bordeaux (2023)
- Master's in Control and Robotics (Embedded Real Time Systems) – Ecole Centrale de Nantes (2021)
- English: Bilingual / C2
- French: Intermediate / B2
- Malayalam: Native
- Tamil: Native
- Hindi: Proficient / C2

Origin Automations, Coimbatore, India   *02/2017 - 06/2018*

- Developed expertise in machine wiring and PLC programming.
- Led teams for machine assembly and client document preparation.

VG

Quality, Integrity, Reliability