Priyanka Rathod

Block no 17/383 Om flat, near Bhailal Bhai hall, gorwa I.T.I,
Vadodara

8000410678 | priyankarathod0420@gmail.com

Objective

Highly skilled and motivated Cartographer with 1.2 years of experience in Nielseniq, seeking a challenging position to utilise my expertise in geographic information system (GIS) and mapping technologies to contribute to the development of accurate and visually appealing maps.

Skills

- Proficient in using geographical information systems (GIS) software such as ArcGIS,QGIS, and MapInfo.
- Strong understanding of cartographic principles and map design. Extensive experience in collecting, analyzing, and interpreting spatial data Ability to create accurate and visually appealing maps using GIS software. Familiarity with Remote Sensing techniques and satellite imagery.
- Excellent problem solving and analytical skills. Strong attention to details and ability to maintain data accuracy. Effective communication and interpersonal skills.
- Google Earth, Google maps, Microsoft office.

Experience

- **Nielsen IQ private limited**   06-04-2022 - Continue
  Cartographer Data Analyst
  Collaborated with a team of cartographers and geographers to create maps and spatial data for various projects.
  Utilised GIS software to collect, process, and analyze geographic data to create accurate and detailed maps.
  Assisted in developing standardized map templates and styles to ensure consistency across projects.
  Conducted quality control checks to verify the accuracy and integrity of spatial data.
  Worked closely with clients to understand their mapping requirements and deliver high-quality maps within specified timelines.
  Conducted research to acquire relevant spatial data from various sources such as government databases, satellite imagery,and field surveys.
  Updated and maintained geospatial databases, ensuring data integrity and accessibility.
  Participated in meetings and discussion to provide input and insights on mapping strategies and techniques.
  Assisted in the training and onboarding of new team members, providing guidance on map production workflows and best practices.

Education

- **The Maharaja Sayajirao University of Baroda**   2021
  Masters of science (Geology)
  6.92

- **The Maharaja Sayajirao University of Baroda**   2019
  Bachelor's of science supplementary (Botany)
  64.6

- **The Maharaja Sayajirao University of Baroda**   2018
  Bachelor's of Science (Geology)
  6.09

- **Kendriya vidyalaya no.1 Harni Road Baroda**   2015
  Central Board of Higher Secondary Education
  62.2

- **Kendriya vidyalaya no.1 Harni Road Baroda**   2013

Central Board of Secondary Education
9.0

Projects

- **Morphometric analysis of kurada macro watershed in the dangs**
  Kurada river basin in dangs .
  By delineating the stream order and calculate morphometry analysis of river shed by using Arc gis .
- **Digitising and creating boundaries**
  Created thematic maps for market analysis, highlighting consumer behaviour patterns and market potential for different products and services.
  Developed maps for demographic studies, visualizing population distribution, density, and socio-economic characteristics.
  Generated maps for sales territories and market coverage analysis to support business expansion strategies.
  Produced maps for retail store selection, considering factors such as population density, competitor locations, and transport networks.

Achievements & Awards

- Presented abstract in the international conference of climate change by MLSU.
- Participated in the online course by IIRS/ISRO on Geospatial Modelling of Watershed Management
- National Work shop on Biodiversity and Remote sensing
- Attended workshop on remote sensing
- Abstract published in international conference of climate change by MLSU.

Field Visit

- Central Gujarat and Chotila
  Different rock types and coal mines and quarry were visited.

- Pune
  Plant diversity of Pune and collection of indangered species of plants.
- Pavagadh, shivrajpur mines , Rajpahadi lignite mine

Language

- English
- Gujarati
- Hindi

Interests

- Geologist
- Research assistant
- Assistant professor
- Arc gis analyst
- Temporary teaching assistant

Declaration

- I hear by inform the given above information are correct as per my concern.