

# MOUSAMI VISWAMBHARA K

## MBA, SENIOR CONSULTANT

Phone: +91 9550245548

Email: mousami.kondeti@gmail.com

Linkedin: <https://www.linkedin.com/in/mousami-viswambhara-k-5897a567/>

---

### PROFESSIONAL SUMMARY

Results-driven MBA graduate with a robust background in IT & Marketing, specifically 8.7 years of expertise in data engineering and IT project management within the Google Cloud Platform (GCP) and ETL. Proven track record in managing complex projects, coordinating cross-functional teams, and delivering successful outcomes. Proficient at blending strategic insights with technical acumen, I excel in leveraging data-driven methodologies to develop innovative solutions and drive business growth. My entrepreneurial mindset and design thinking approach ensure I craft effective results-driven solutions.

---

### SKILLS & COMPETENCIES

- |                         |                                       |                            |
|-------------------------|---------------------------------------|----------------------------|
| • Project Management    | • Data Analytics & Reporting          | • Design Thinking          |
| • Strategic Planning    | • Google Analytics                    | • Teamwork & Leadership    |
| • Business Operations   | • Web Analytics                       | • Problem-Solving          |
| • GTM Strategies        | • Digital Transformation              | • Presentation Skills      |
| • Market Research       | • Tableau                             | • Effective Communication  |
| • Marketing Strategies  | • Hubspot                             | • Critical Thinking        |
| • Digital Marketing     | • MS Office (Word, Excel, PowerPoint) | • GCP                      |
| • Performance Marketing | • Client & Stakeholder Management     | • ETL Data Stage, SQL, DB2 |

---

### PROJECT EXPERIENCE

#### Capstone Project (MBA) - Shiv Nadar University

Feb 2024 - July 2024

Market Penetration and Sales Growth Strategy for E2W for HERO ELECTRIC

- Conducted in-depth interviews, questionnaires and survey research revealed a strong consumer inclination with 86% considering an electric option.
- Identified critical gaps in HERO Electric's decline in market share from 27% to 12% in FY23 and research inquiries within the electric vehicle industry, focusing on consumer segmentation, effective marketing channels, infrastructure development, and competitive landscape analysis.
- Assessed the impact of government incentives and policies (FAME-II) on EV adoption and identified potential partnerships to enhance charging infrastructure accessibility for 2-wheeler electric vehicles.
- Analyzed the effectiveness of various marketing channels in reaching different consumer segments and provided recommendations for targeted marketing strategies to increase sales and maintain competitiveness in the market.
- Developed targeted, problem-specific strategies to enhance market penetration, increase market share, and boost sales for HERO Electric.
- Analyzed the causes for the revenue dip of HERO Electric in FY24, losing Top-10 OEM status using various frameworks like PESTLE, SWOT, Ansoff matrix etc

---

## PROFESSIONAL EXPERIENCE

---

### SwitchToDigital

Oct 2023 - Jan 2024

#### Marketing Intern

- Assisted in developing engaging content for various digital marketing channels, social media posts, and websites and helped segment target audiences to create more personalised and relevant marketing campaigns.
- Managed the social media accounts, and engagements for La Skin 360 hospitals in Rajahmundry, achieving a 10x fold boost in follower engagement through targeted content creation and community management strategies.
- Increased quality leads for Velumuri Infra's clients by integrating WhatsApp for business into paid ads (Call to Action), and converting them into sales, resulting in a 20% increase in revenue.
- Collaborated with cross-functional teams to support marketing initiatives and projects, including marketing, sales, and design. Contributed to team success through flexible support on various tasks.

### HCL

#### Senior Consultant (CoE)

Dec 2020 - May 2022

- Developed the initial technical architecture of migrating Tableau reports on-premise and on GCP to Looker to enable seamless access to data insights to stakeholders.
- Piloted the solution approach to refactoring DataStage on GCP and migrating the on-premises Teradata database to BigQuery.
- Developed an end-to-end MLOps solution on Google Cloud starting from ingestion and building a CI/CD pipeline using Cloud Build. Collaborated closely with cross-functional teams with business requirements and objectives.

### HSBC

#### Technical Lead/Data & ETL Engineer

SEP 2018 - NOV 2020

- Collaborated with the Norkom team to ingest a substantial volume of data from On-premises to GCP Big query using the in-house ingestion tool Juniper ensuring data integrity and timely delivery.
- Played a pivotal role in migrating customer data MDM (Master Data Management) and led the migration effort using the ETL tool IBM DataStage, contributing to improved data accessibility and accuracy.
- Led the team and collaborated with the Analytics team to ingest cosmos data from On-prem to GCP BigQuery using an in-house ingestion tool called Juniper.
- Spearheaded multiple high-impact projects at HSBC including PCLI, Data Match OCSE, and Velocify OPT-OUT; provided technical expertise, collaborated cross-functionally, and achieved a 98% project success rate with qualitative deliverables.

### Tech Mahindra

#### Associate Team Lead

MAR 2017 - AUG 2018

- Led the RDC (Remote Deposit Capture) project within the banking domain, specifically catering to SCOTIA bank by managing all aspects of the project lifecycle, including requirements gathering, development, testing, and deployment.
- Managed a team of three developers and successfully delivered two major releases of the RDC project ensuring clear communication, task allocation, and adherence to project timelines.
- Developed and delivered new and complex high-quality solutions to clients in response to varying business requirements through constant interactions to gather and deliver the business requirements to the team.

## **Tech Mahindra**

Software Engineer

**Apr 2014 - Feb 2017**

- Worked on Automated Monitoring and Surveillance Global Electronic Fund Transfer Monitoring - Anti Money Laundering Compliance (AMS GEM AMLC) project to provide the AMLU with the ability to monitor, identify and investigate selected EFT/remittance products and risk for money laundering and terrorist financing activity.
- Designed and implemented scalable jobs for data extraction and analysis using the Datastage ETL tool enabling efficient processing of large volumes of transactional data.

## **Tech Mahindra**

Associate Software Engineer

**SEP 2013 - MAR 2014**

- Independently developed several modules within the project, demonstrating strong technical expertise and problem-solving skills in the AML project.
- Played a key role in developing UNIX trigger scripts using Shell scripting to trigger Datastage jobs.
- Delivered new and complex high-quality solutions to clients in response to varying business requirements.
- Applied performance-tuning techniques on slowly running jobs to optimize job execution times and improve overall ETL job performance. Actively participated in code reviews and knowledge sharing sessions.

---

## **EDUCATION**

**Master of Business Administration (MBA)**

**July 2022 - July 2024**

**SHIV NADAR UNIVERSITY**

- Major in Marketing with CGPA 8.3.
- Capstone project on "Market Penetration and Sales Growth Strategy for E2W for HERO ELECTRIC".

**Bachelor of Technology (B.Tech)**

**July 2009 - Apr 2013**

**Aditya Institute of Technology and Management.**

- Major in Electronics and Communication Engineering
- Aggregate: 77.66%

---

## **CERTIFICATIONS AND ACHIEVEMENTS**

- Google Cloud Professional Data Engineer (06/2021)
- Google Associate Cloud Engineer Certified (06/2020)
- Google Accredited Business professional
- Received a 1.0/1.0 grade for developing a C programming-based game during an online course from HARVARD University on the edX platform.  
URL: <https://scratch.mit.edu/projects/23360454>
- Received PAT ON BACK award for the best performance in the RDC project and COSMOS projects in Tech Mahindra and HSBC
- Participated in the 1000 Leaders program at TechMahindra, where I successfully obtained the ELMP (Entry Level Managerial Program) certification from GlobalNxt University
- Participated in the Partner Pillar initiative at HSBC, which provided me with the opportunity to represent the company across diverse social platforms
- Received an X(highest) rating in my Annual Appraisal (TechM)
- Received Customer appreciation emails for Various projects in both HSBC and Tech Mahindra