

Profile

- Currently working as Marketing Specialist at HiveMinds Innovative Market Solutions Pvt Ltd, Bangalore.
- I am a postgraduate student in MBA, specialized in Marketing and Operations at St. Joseph's College of Business Administration, Bangalore with an Engineering Background.
- Passionate about marketing and would like to pursue a career in marketing, market research, business intelligence or other related marketing areas.
- Have Three years & 6 months of prior work experience in Marketing and Customer Relation at Popular Vehicles and Services Ltd, Ernakulam, Kerala, India.

Scholastic Background

School/Institute	Board/University	Year	Marks/%
St. Joseph's College of Business Administration, Bangalore	AICTE (PGDM)	2014-2016	6.38 CGPA
Sri Krishna College of Engineering & Technology, Coimbatore	Anna Univ (B.E. Mech)	2006-2010	65%
Mar Thoma Public School, Ernakulam	CBSE (12th)	2006	58%
Mar Thoma Public School, Ernakulam	CBSE (10 th)	2004	70%

Work Experience

- May 2016 – Present: **HiveMinds Innovative Market Solutions Pvt Ltd, Bangalore.**
 - It is a Digital Marketing Specialist firm and I am working as Marketing Specialist.
 - Responsible for working with the marketing team of different clients to maximize activation and retention metrics.
 - Developing and implementing digital customer acquisition campaigns.
 - Establishing and growing various marketing channels.
 - Managing SEO activity, PPC networks.
 - Experience of working with Google Adwords and Bing.
 - Ability to manage multiple accounts in parallel.
 - Google Adwords Certified.
- Sept 2010 – March 2014: **Popular Vehicles and Services Ltd, Ernakulam.**
 - It is a Maruti Suzuki Dealership and I was working in service department.
 - Joined as Management Trainee and got exposure in all service, marketing and customer relation.
 - Got promoted as Assistant Marketing Manager within a year and promoted as Marketing Manager after 2 years of my career.
 - Finally got promoted as Customer Relation Manager after 3 years of my career and was heading both customer service and marketing.
 - Providing necessary instruction and guide the team for achieving good Customer Satisfaction Index score and maintain the score by providing proper service to the customers and make them delight.
 - Monitoring the Marketing Team and analyzing their daily performance with the target fixed based on the budget.
 - Weekly analysis of basic financials based on the monthly targets
 - Helped company to grow entire business unit's average volume during 2012 -2013 to 27%

Summer Internships

- April 2015 – May 2015: **Summer Internship at Tata Steel Processing and Distribution Ltd, Bangalore.**
 - Study on the Value Drivers of Auto Grade Steel in Two-Wheeler Industry for Tata Steel Processing and Distribution Ltd – Bangalore
 - Done Face-to-Face Interaction with the Tata Steel customers (vendors of TVS) for understanding their preference and customer decision on purchasing the steel.
 - Competitive study done for Tata Steel and other competitors.

Academic Projects & Assignments

- January 2016 – March 2016: **A Live project on Customer Perception of Bella Products for Bella India.**
To Analyze the Consumer Perception about the Brand and understanding the customer decision making about this product using questionnaires and Face-to-Face interactions.
- July 2015 – September 2015: **A Research on Consumer Perceptions towards Carbonated Drinks**
To understand the buying patterns of individuals with respect to consumer attitude towards carbonated drinks. Also to examine the consumer preferences towards the carbonated drinks and analyze based on demographic difference.
- July 2015 – September 2015: **A Research on “Understanding the Perception of Functional Fitness Gym & Satisfaction of Clients for OUTFIT GYM.”**
Done a detail satisfaction study of the clients of Outfit Gym by meeting them directly and done Face-to face interview- using questionnaires. Created a detail report with graphs and chart to understand satisfaction level and pointed out the areas for improvement.
- July 2015 – August 2015: **Study on “Understanding the Sales Leakages at Automobile Showroom – Nexa Maruti Suzuki”**
Created a detail report on the Sales leakages and area for improvements in sales conversion at Nexa showroom by visiting their as a mock customer. This study is done for analyzing the effectiveness of the sales person in converting sales.
- July 2015 – August 2015: **A Research on Sales & Distribution of Sanitary Napkins in Bangalore**
A Statistical Study on the Distribution and Sales of Sanitary Napkins in and around particular areas such as MG Road, Brigade Road, and Trinity. Analyze the market growth and expected Profit/Loss of Bella brand when comparing with other competitors. Conducted a focus group study on the Customer perception and awareness of the different brand and the product. The detail report was also submitted to the Bella India, Bangalore.

Leadership Positions

- Event Head for conducting “Walkathon 2015”, Spreading Cancer Awareness as a Social Initiative in November 2015
- Marketing Team Head for improving the performance of Popular Vehicles and Services Ltd, Elamakkara, Ernakulam/Kerala in 2011-2012
- Secretary of Youth League, St. Thomas Mar Thoma Church, Ernakulam/Kerala in 2012

Accolades and Extra Curricular Achievements

- Event Coordinator for Operation Department in conducting Verve 2015, Inter college management fest – Nov ‘2015.
- Event Coordinator for Operation Department in conducting Pinnacle 2015, Intra college management fest – Aug ‘2015.
- Volunteered for conducting Swish Kick-Off 2014, corporate sports event and organized food and gaming stalls during the event.
- Runner-up in Finance competition on Intra College Fest, Pinnacle 2014.

Community Service

- Conducted a Walkathon for spreading cancer awareness as a social initiative. It was a Social Event conducted by St. Joseph's College associate with Narayana Health which had a participation of around 500 people and also conducted an awareness program by "Hair for Hope" during this event. – November 2015
- Volunteered for visiting Rural Area "Anekal" and spend time with the people and understand their culture and way of living in 2014.
- Volunteered for visiting "Abhaya Kendram", Mental Asylum at Perumbavoor and spend time with the people and had lunch with them. Also provided food and dress in 2012 & 2013 as an initiative from Youth League group from St. Thomas Mar Thoma Church, Aluva, Ernakulam/Kerala.

References

- Available on Request.