**MUTHUVEL SHANMUGAM**

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**CAREER SUMMARY**

Over 9 years of experience in Market Research industry, areas including Programming, Data Analysis and Managing of Online Surveys using tools Confirmit, Net-MR, Sawtooth with HTML, CSS, JavaScript, SPSS and Design & development of Community Panels internally and for other clients.

**WORK EXPERIENCE**

* **Optimal Strategix Consulting Pvt. Ltd., Bangalore/Newtown, PA** – Aug 2012 to till date.

Assistant Manager – Confirmit Programming

* Programming complex logics, nested loops, reusable codes and worked with Conjoint in Confirmit.
* Manage the team of programmers and ensure the quality is maintained, error free link and deliverables are on time.
* Mentor the team on complex quota setup and programming logics.
* Creating and integrating proprietary software for conjoint programming links in Confirmit.
* Managing Field Services related requests which includes vendor management as well as redirect setup.
* Provide inputs to researchers on complex question setup and timely suggestions on issues related to data.
* Programming and hosting surveys in Sawtooth/Lighthouse platform.
* **Manthan Software Services, Bangalore** – Dec 2007 to Aug 2012

Senior Research Analyst

* Played vital role in developing and managing online surveys using Confirmit with HTML and JavaScript.
* Created complex scripts, nested loops and worked with Conjoint programming in Confirmit.
* Involved in client kick off calls and confer with clients to identify the requirements in the questionnaire and the study timelines.
* Interpreted project needs and requirements, develop and debug web-based survey programs, and provide maintenance as needed throughout the lifecycle of project.
* Reviewed survey questionnaires and formulate recommendations to ensure efficient programming and optimal data layout.
* Ensure team adheres to client and function expectations, standards, guidelines and procedures.
* Managed the queries, feedbacks, issues from the clients and keep them informed with the project status to ensure the client involvement and relationship.
* Prioritize daily deliverables and assist team members with planning and execution.
* Responsible for reviewing the final deliverables to the client to ensure the quality.
* Check the logics in the soft launch data file using SPSS.
* Clarify the doubts at data processing stage and handling clients query in case of any confusion.
* Interact with external sample vendors and handling the sampling requirements.
* Provide efficient training for the team to make the resources to work efficiently in terms of quality and to handle the client appropriately.
* Ability to manage multiple projects in a fast paced environment. Detailed oriented, flexible and resourceful, able to respond to diverse workload schedules and quality results.
* Developed and maintaining the community panel for Manthan Services ([www.manthanpanels.com](http://www.manthanpanels.com)) and for many other clients.
* One of the projects is for a US based telecommunication company to get the feedback of the customers who are all contacted the customer care. The feedback survey can be given through IVR and Online. The responsibilities including.
  + Involved in developing user interface and the construct logics for the community panels.
  + Created logics to automate the email survey invitations to the qualified respondents in the Community panel.
  + Formulate basic layout design and specify material details, such as style and size of type, photographs and graphics.
* **Cross-tab Market Research Technologies, Bangalore** – Sep 2006 to Dec 2007

Junior Survey Programmer

* Learned Survey Programming, Data processing Process and Techniques.
* Programmed online surveys in Confirmit and Perseus Platforms included script writing using JavaScript.
* Quick implementation of post delivery changes.
* Involved in Client Calls on programming & technical aspects and communicated with project managers for the questionnaire clarifications.
* Worked on important tracker studies and responsible for the quality of the surveys.
* Interacted with Data processing team for validating the soft launch and deliverable data files to the client.
* Developed CATI and Online surveys with customized web layouts.

**SKILL SET**

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| UI Designing Technologies: | HTML, CSS, JavaScript |
| Programming Language: | C, Java |
| Development Tools: | Confirmit, GMI Net-MR, Perseus, SPSS, Sawtooth Software |
| Managerial Skill: | People & Skill Management, Documentations, Presentations |
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**REWARDS AND RECOGNITION**

* Rewarded ‘**Best quarterly performer**’ twice in the year of 2015 and 2014 at Optimal Strategix Group, Inc.
* Awarded ‘**Manthan Spark award**’, the best employee of Manthan for the month January 2011.
* Rewarded ‘**Extra Punch award**’ for the months of May and November 2009 for the initiative and commitment during those period.
* ‘**Cash award’** for the commitment and best work in **a tracker study** at Cross-tab Market Research Technologies.

**ACADEMIC PROFILE**

* Master of Business Administration – Marketing Management (2010 – 2012) from Bharathiar University, Coimbatore.
* B.Tech - Information Technology (2001 – 2005) from Anna University, Chennai with percentage of 74.6%.
* Higher Secondary (Year of Passing – 2000) from State Board, Tamilnadu with percentage of 74.9%.

**PERSONAL PROFILE**

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| **Date of Birth:** | 29.04.1983. |
| **Father’s Name:** | Mr.S.Shanmugam. |
| **Permanent Address:** | 44, Fifty Feet Road, E.P.B.Nagar, Erode-638004.  Tamilnadu. INDIA. |
| **Languages Known:** | ENGLISH, TAMIL, KANNADA |