# Pradeep.S

**B.Tech IT**

**SUMMARY**

E-mail: <pradeepitsrec@gmail.com>

Mobile: +919944435556

* 2.5 years of experience in E-commerce/Retail
* **B.Tech** at SREC, Coimbatore
* In-depth understanding of web analytics tools to create customized reports, and calculating key performance indicators (KPIs), metrics, and trends
* Developed and implemented web strategies to increase business value for multiple clients
* Worked in Solutions team, formed to create new business proposals

**EXPERIENCE**

**SEARS HOLDINGS INDIA** (**Category Analyst** from July 2014 till present)

**UGAM SOLUTIONS** (**Executive** from June 2012 to July 2014)

**Job Profile and Description:** Developing and managing electronic resources using, for example, online databases and content management systems, Market Research.

Worked in various projects for reputed and global Online Retailers, on their needs in

* Cataloging
* Attribute Creation and Extraction
* Attribute Value Mining
* Categorizing the mis-categorized products
* Image Optimization
* Product Pricing
* Feature bulleting
* Classification and Categorization
* SEO Product Descriptions and Titles
* Writing and editing reports, publications and website content
* Interacting to vendors

Worked at Competitive Intelligence domain also

* PriceTrac – Competitor Pricing & Promotion Solutions
* ContentTrac – Competitor Content Comparison Solutions
* Achievement - Received “Spotlight” (internal appreciation/award) for work contributed to project
* Won Team award in **Triumph** Awards for target achievement

**Co-Curricular Responsibilities & Achievements**

* Winner in the IPAA Divisional Chess Tournament for the year 2007 – 2008
* Winner in the State Level Inter Division Chess Tournament for MEN
* Organized National Level Technical Symposium at SREC
* Executive member in Philatelic club at SREC

**EDUCATIONAL QUALIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualification** | **Institution** | **Year** | **Percentage/CGPA** |
| B.Tech IT | Sri Ramakrishna Engineering College | 2011 | 6.89 CGPA |
| DIT | Ramakrishna Mission Vidyalaya Polytechnic College | 2008 | 72% |
| SSLC | Perks Matriculation Higher Secondary School | 2005 | 67% |

**PERSONAL INFORMATION**

Date of Birth : 06/12/1988

Gender : Male

I hereby declare that all details furnished above are true and correct to the best of my knowledge.

PLACE:

DATE: [Pradeep]