Mobile No: 9943285835 gprakasheee17@gmail.com

**PRAKASH.G**

**OBJECTIVE**

To be part of a dynamic business environment which will allow me to utilize and apply my education, experience and skills in various fields. I would like to be an asset to the organization and excel in all pursuits, contributing to the company’s growth by meeting goals, also resulting in individual growth.

**COMPUTER SKILLS**

Operating System: Windows 7, Windows XP

Languages Known: Basics of C, C++, Java

Packages: MS-Office 97 – 2010

**WORK EXPERIENCE**

**Current Employer**: Information Evolution India (P) Limited Coonoor.

Work Experience: From February 2014 to till date.

Designation: Senior Research Analyst.

* Internet Research Related Process
* Email Appending
* Targeted Contact Discovery and List Building
* Address, Phone and Fax Number Appending
* Finding Informations for Directories
* Working with MS-Excel
* Extracting Contacts

**Previous Employer**: Knowledge Hut Training and Consulting (P) Limited Bangalore.

Work Experience: From October 2011 to February 2014.

Designation: Team Lead Data Analyst.

* Managing the email marketing campaigns end to end
* Building Campaigns, based on the templates available for the product
* Creating and executing the target plan for each campaign
* Ensuring that all email campaigns are 100% accurate and deployed on time
* Ensure each campaign that is delivered has run smoothly
* Delivery of daily, weekly & monthly reporting framework
* Managing all content (design and copy) with relevant team – Briefing, reviewing, ensuring that content is in line with brand guidelines
* Testing all email templates before they are sent out, ensuring that all links are active and the content is accurate.
* Managing our test and learn plan with our Management, ensuring our programs continuously improving in terms of revenue and retention.
* Input into ongoing analysis of data at campaign and targeted audience level to improve existing activity

**EDUCATION**

**C.S.I College of Engineering, Ketti.**

B.E (Electrical and Electronics Engineering) 2007 – 2010

Percentage: -62

**Sri Ramakrishna Mission Vidyalaya Polytechnic, Coimbatore.**

Diploma (Electrical and Electronics Engineering) 2004 – 2007

Percentage: -72

**N.S.Iyah.Memorial Higher Secondary School Katary Dam.**

X Std 2003-2004

Percentage: -84

AREA OF INTEREST

* Digital Logic Circuits
* Electrical Machines

CO-CURRICULAR ACTIVITIES

* Workshop in Embedded Systems Applications and Trends.
* Workshop in Power Quality Issues and Energy Auditing.
* Project based home automation using Controller Area Network and GSM.

HOBBIES

* Surfing the Net
* Listening to Music
* Playing Cricket
* Reading Books

AWARDS RECEIVED

* Received Emerging Leader Award in Knowledgehut Bangalore.
* Received 3 Best performer Awards in Information Evolution Coonoor.

REFERENCES

* Mr.Chandrasekhar M.E,

Lecturer of EEE,

CSI College of Engineering,

Phone: +919843882242.

PERSONAL DETAILS

DOB: 17th July 1989

Age: 26

Sex: Male

Marital Status: Single

Address:

S/O L.Gopi,

Denalai Village,

Sogathorai Post

The Nilgiris - 643102

Prakash.G