**Vineet Paradhi**

**Vikhroli (East), Mumbai - 83**

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**SUMMARY**

* Over 18 months of work experience in data management and SLA management for supporting business planning team in media spend analysis.
* Over 24 months experience in Customer Service and Sales promotion activities to increase revenues and market share.
* MSc in International Business from Robert Gordon University, UK with experience in collaborating with peers and managing a ‘virtual enterprise’ as a part of the curriculum.
* Currently developing expertise in Project Management via CAPM certification from Project Management Institute.

**KNOWLEDGE/SKILLS PURVIEW**

Business Research Customer Service Data Management Quality Assurance Communication

**WORK EXPERIENCE**

**Advertising/Media Monitor**

**Ebiquity 16th Nov 2011 – 24th Sep 2013.**

Duties:-

* Applied detail-oriented approach in collating and abstracting advertising & media activity data for auto industry clients in The UK.
* Liaised with different teams within the company to maintain data quality and consistency for compiling the final report.
* Monitored large volumes of processed data to meet strict deadlines and ensure data quality of 98% to meet client expectations.
* Collaborated with other departments such as Direct Mail and Press Ads to achieve defined SLA’s and to resolve other operational issues.
* Worked with internal software development team to test the functioning of in-house software before being rolled out for use.

**Senior Associate - Customer Service**

**Wipro BPO 23rd Oct 2006 – 05th Jan 2009**.

Duties: -

* Analysed customer’s situation and responding promptly to resolve their issues by presenting solutions.
* Identified sales opportunities by employing needs-assessment techniques on calls and promoting company’s products and services to customers.
* Trained and mentored a team new hires during on-job training weeks to guarantee their smooth transition from classroom training to actual job role.
* Assessed and evaluated trainee’s work and provided timely feedback about their work.
* Assisted the supervisor in planning and conducting quality improvement workshops, soft skills assistance program etc.

**EDUCATION**

**MSc International Business Sep 2009 – Jul 2011.**

**Robert Gordon University, Aberdeen, UK**

**Minor: Global Marketing Management**

Course Included: Business Environment, Finance for Managers, Marketing, Managing People, International Business, Research Methods, Global Marketing Management, Performance, Planning and Decision Making.

ACHIEVEMENTS:

Among top 10% scorers in the class in Marketing, International Business, Managing People (HR) and Global Marketing Management modules analyzing markets and industries.

Managed and directed marketing and research activities for a virtual company; which achieved 7th spot among 150 companies within the University.

PROJECTS:

Critically analyze the effects of one’s personality on their job performance, Suggesting entry-modes for your own start-up in Global Bike Industry, Analysing Haiti’s potential as business destination post 2010 earthquake.

**Bachelors of Science (Geology) Jun 2003 - Jun 2006.**

**University of Mumbai, Mumbai, India**

Course Included: Structural Geology, Crystallography, Petrology, Mineralogy, Geomorphology, Economic Geology, Engineering Geology, and Soil Science.

DEGREE PROJECT:

Perform geological analysis of South India.

**Technical Skills:**

* Proficient user of Microsoft Office Suite with emphasis on MS Word, Excel, Power Point, Outlook etc.
* Currently pursuing Certified Associate in Project Management (CAPM) course from Project Management Institute along with PRINCE2 and Microsoft Project 2010.
* Expert in using Windows operating system and other in-house proprietary software.