

Srivathsan Selvarajan

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PROFESSIONAL SUMMARY

Rich marketing communication experience, an MBA from a Tier -1 Business School and a total work experience of 4.5 years

Marketing Communications

Brand Management

Strategic Marketing

Social Media Marketing

Market Research

Public Relations

Media Planning

Competitive Analysis

Business Development

PROFESSIONAL EXPERIENCE

Organization: Precision Group | Asst. Manager - Marketing Communications & Business Development

Duration: 7 months (Sep 14 onwards)

Responsibilities:

- Lead the Marketing Communications team
- Interact with media & creative agencies for developing effective and efficient communication
- Create Marketing Collaterals for the organization that clearly communicate the value and unique advantage of our solutions & services
- Recreate the corporate website - Developing website content to drive awareness and demand through clear, high-impact, customer-focused service portfolio information
- Go-To-Market Strategy - Driving solution marketing initiative and work with business team on developing strategies for solutions and service portfolios for targeted accounts
- Competitive analysis – Constantly analyze competition through various means – Analyst reports, market buzz, media monitoring, informal channels etc. to identify new opportunities
- Events – Conceptualize and completely execute various physical events. Work with senior management to understand such show-case opportunities and own the entire process
- Public relations – Adopting strategies to brand the organization in industry and Media. To work closely with firms like Gartner, NASSCOM & IDC for positioning Precision and its offerings
- Coordinating closely with a cross-functional team of business leaders, marketing, sales and the web team on the launch and promotion of new and existing services
- Working knowledge of key relevant offerings such as social media, business analytics, and mobility

Organization: Tips Industries Limited, Mumbai

Duration: 13 months (Aug 13 – Sep 14)

Responsibilities:

- Media planning for the TIPS promotional activities - telecasted throughout General Entertainment Channels pan India
- Report Generation & Analysis on the end-user downloads from Telecom operators (CRBT's), YouTube, streaming sites, Nokia Ovi, Istore, etc., catalogue pan India on a daily/weekly/monthly basis
- Deviation Sheet Analysis & Inference from TAM reports and MIS
- Content generation for Tips catalogue and monetizing the same with various platforms
- Business development – Application development, Mobile App initiatives, Content management & technology consultant for Tips Industries – Amazon web services
- Competitive analysis study, including digital footprint analysis
- Social Media Marketing - driving brand awareness, engagement and traffic control in social media pages
- Instrumental in supporting Senior management in creating and augmenting Go-To-Market Plans and Digital Marketing Strategy

Organization: Standard Chartered Scope International, Chennai

Duration: 2.5 years (June 08 – Aug 10)

Responsibilities:

- Part of JAVA, J2EE based End-to-End Application development. Involved in the implementation of Global Lending Origination System – Hong Kong, Malaysia
- Experience in SDLC and Oracle & Database Management

INTERNSHIPS

Summer Internship

Organization: TTK Prestige, Bangalore (8 weeks)

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Responsibilities:

- Worked with Brand Management & Marketing Team
- Analyzed Brand Equity of Prestige and its competitors
- Analyzed the competitive advantages of other brands with respect to 'effective communication'
- Studied the ATL & BTL activities of the competitor brands & analyzed the reach of their products
- Suggested new product categories for existing market segment

Movie Internship

Organization: Everest Entertainment Production - Kalyana Samayal Saadham - Tamil (2 months)

Responsibilities:

- Creative Intern – Direction department
- Part of Product Placement team. Clients like Bharat Matrimony were pitched and roped in as brand partners
- Involved in planning & scheduling logistics and budget allocation
- Worked with finance & budgeting team.

NGO Internship

Organization: Gift a Future , Chennai (7 weeks)

Responsibilities:

- Worked in the Marketing/Branding/Promotional team of Gift a Future
- Involved in the planning & execution of the Communication Strategy that raised funds to meet Stationary needs of the NGO for a year
- Directed a NGO promotional video which was telecasted in Chennai multiplexes

PROJECTS

- **ELCIA EXPO 2012** (Electronic city industries association, Bangalore): Part of Experiential Marketing Team. Responsible for Production & Media Relations, Event Scheduling, Venue Management and Logistics Support
- **SPICMACAY** Karnataka State Convention, Tumbe: Part of Re-Branding Team. Responsible for Social Media Marketing, Prototype Development, Communication Strategy and Positioning of promotional videos
- **Market Research** project on "Reasons for Students to Pursue MBA". Research included students from 10 leading B-Schools. Analysis was done using SPSS & Minitab
- **FICCI – Media & Entertainment Business Conclave** (Chennai): Fellow Student Representative from Symbiosis International University

POSITIONS OF RESPONSIBILITIES

- Placement Committee Member for the batch 2011-13 Symbiosis, Bangalore
- Cricket Team Captain - Symbiosis University, Standard Chartered & School
- Executive member of AD-Riot Symbiosis Bangalore
- Founder and Head of 'SASTRA FOTOHUB' – photography and advertising club, SASTRA University

AWARDS & RECOGNITIONS

- Won First Place in quiz competition "Prayuddh", Symbiosis University
- Won Best Photography award from the Frappe Magazine. Photos published in Mar'09 edition
- Won the Symbiosis Cricket League 2012
- Won the Creative Mind award at Standard Chartered, Chennai for the year 2009

ACADEMIC QUALIFICATIONS

MBA in Marketing Communications	2013	Symbiosis International University, SIMC
B-TECH in Information Technology	2008	SASTRA University, Thanjavur

PERSONAL INFORMATION

DOB – 21/03/87 | Languages Known - English, Tamil, Hindi & Telugu | Interests - Photography, Cricket, Music, Travel