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| **First Name of Application CV No 1647390**  Whatsapp Mobile: +971504753686  New_logo.gif  To get contact details of this candidate Purchase our CV Database Access on this link.  <http://www.gulfjobseeker.com/employer/services/buycvdatabase.php>  Dear Sir/Madam,  Thank you for taking the time to review my application. I am a Post Graduate in Management from IIM Kozhikode and was working with the corporate strategy team of Mindtree post my MBA.  I believe I have the combination of knowledge, abilities, and skills suitable for the role. Specifically, I would like to mention:  **Sales Excellence:** At Mindtree, I worked with Corporate Strategy team aiming at bringing differential focus towards sales. One of my responsibilities include tracking ERP/CRM Opportunities across different geographies & sharing the required Intelligence through reports with Sales and marketing teams for better decision making. I also owned the process of driving and improving adoption of CRM system within sales and senior management. Also, I was responsible to study the current systems and processes in place in Mindtree; identify gaps in the system and propose ways to improve the existing process. I was in constant interaction with the sale and Presales team to identify their pain points and enhance the quality of sales collaterals.    **Business Process Management:** As a part of my PGDM curriculum at IIM Kozhikode, I did my summer internship with Software Associates, Kozhikode, where I studied the European ICT industry and identified business opportunities for the organization. Lots of data was analyzed to suggest a technology area and an optimal location to enter the European market.  **Live Project with Malabar Gold and Diamonds:** During my PGDM, I had an opportunity to do a live project for Malabar Gold and Diamonds, where I analyzed the ATL and BTL activities of MGD in Tamil Nadu; conducted customer surveys to understand the Customer buying behavior and their perception of MGD brand and provided recommendations to improve their sales in Chennai, Tamil Nadu, India.  **Certifications:** Apart from my MBA background from IIM Kozhikode, I have Google Analytics Certification from Google and Inbound Marketing Certification from Hubspot Academy, which gave me an overview of current best practices in Inbound Marketing.  **Courses in Indian Institute of Management, Kozhikode:** My ability to crunch data and conclude recommendations based on the result was built because of mix of courses I took at IIM. Courses like Operations Research, Quantitative Management, Six Sigma, and Marketing Management gave me complete insight on Statistical analysis of data. It also introduced me to Statistical tools like SPSS, Minitab and R.  As my experience shows, I have always showcased my analytical and technical skills and was mostly involved in projects to improve an organization’s business process. Also, the experience I got during my PGDM at IIM Kozhikode has developed my business acumen; presentation and negotiation skills.  Hence, I believe that my experience and skill-set, as described above, together with my sincere commitment would enable me to successfully fulfill the requirements role.  I look forward to hearing from you. Thank you for your consideration |

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| **Senior associate, Mindtree Ltd.**  FEMALE, 02/07/1990 | | | |
|  | | **profile summary:**  Highly Motivated and energetic Business Graduate (Marketing and Systems) with over 2 years of experience in Business analysis in IT services sector and about 6 months in IT sales enablement. Global outlook fostered by business education from a top-rated university. Equipped with critical thinking skills and a eye-for-detail in equal measure; skilled to derive insights from data analysis to drive process improvements that produce dynamic results.  Certified in Google analytics and Inbound marketing, currently looking for opportunities in Marketing, sales, presales, market research and business analysis | | | | | | | | |
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| **WORK EXPERIENCE** | | | | | | | **29 MONTHS** | | | | | | |
| **Mindtree Limited** | | | **Senior Associate, Sales Excellence** | | | | **May’15-Oct’15** | | | | | | |
| **Roles & Responsibilities** | | * Sales Excellence is part of **corporate strategy** team aiming at brining differential focus towards sales | | | | | | | | | |  | |
| * Work in collaboration with senior management, pre sales and sales community to identify and drive | | | | | | | | | |  | |
| **sales transformation** initiatives covering following areas | | | | | | | | | |  | |
| * Sales systems and processes | | | | | | | | | |  | |
| * Sales analytics to uncover issues, challenges and drive data led decision making | | | | | | | | | |  | |
| * Sales Asset Management | | | | | | | | | |  | |
| * Key account growth | | | | | | | | | |  | |
| * Collaborate with pre-sales and marketing team to **enhance the quality of sales collaterals** | | | | | | | | | |  | |
| * **Facilitate business unit reviews** with Senior management | | | | | | | | | |  | |
| **Training** | | * Underwent **Business Analyst** Training in **Mindtree Kalinga campus** | | | | | | | | | |  | |
| * Worked on a live project; came up with a solution to handle emergency situations in Kalinga campus | | | | | | | | | |  | |
| * Interacted with various stakeholders, conducted gap analysis and prepared a **Business Requirement** Documentz | | | | | | | | | |  | |
| **Document** for the project | | | | | | | | | |  | |
| **Infosys Limited** | | | **Systems Engineer** | | | | **Jul‘11-Jun’13** | | | | | | |
| **Roles & Responsibilities** | * **Research project to improve customer value provided by the mobile point of sale** | | | | | | | | | | 2013 | | |
| * Analyzed the functionalities of the existing product and identified the areas of improvement | | | | | | | | | |  | | |
| * Developed proof of concepts on various improvement solutions identified | | | | | | | | | |  | | |
| * **Led** client side project to develop Mobile Point of Sale for an American upscale fashion retailer | | | | | | | | | | 2011-12 | | |
| * Analyzed project requirements; finalized sprint backlog and provided estimates | | | | | | | | | |  | | |
| * Developed a feature that provides additional security to various critical operations | | | | | | | | | |  | | |
| * Conducted project specific training for new recruits and created on boarding guidelines | | | | | | | | | |  | | |
| **Initiatives** | * **Coordinator of SPARK – Campus Connect program of Infosys** | | | | | | | | | | 2012 | | |
| * Organized team building activities and technical sessions for students visiting Infosys | | | | | | | | | |  | | |
| **Achievements** | * Received appreciation from the client and offshore team and received a rating of 4.5/5 | | | | | | | | | | 2012 | | |
|  | | | | | | | | | | | | | |
| **SUMMER INTERNSHIP** | | | | | | | **2 MONTHS** | | | | | | |
| **Software Associates** | | | **Idea Assessment for a New Business** | | | | **Apr’14-Jun’14** | | | | | | |
| **Project Details** | * Conducted exhaustive study to understand various factors affecting the ease of doing business | | | | | | | | | |  | | |
| * Identified **business opportunities** for the organization in ICT sector in Europe | | | | | | | | | |  | | |
| * Interacted with the internal Stakeholders of the organization to understand current business process | | | | | | | | | |  | | |
| * Conducted **gap analysis** to identify areas of improvement in existing business process | | | | | | | | | |  | | |
| * Studied various open source BPMS tools in market and identified a suitable tool for the organization | | | | | | | | | |  | | |
| * Implemented a prototype to showcase the feasibility and ease of use of the chosen tool | | | | | | | | | |  | | |
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| **ACADEMIC PROFILE** | | | | | | | | | | | | | |
| **PGDM** | IIM Kozhikode | | | | | | | 2.451/4.33 | | | | 2013-15 |
| **B.Tech CSE** | Amrita School of Engineering, Coimbatore | | | | | | | 7.93/10 | | | | 2007-11 |
| **Class XII** | Jawahar Higher Secondary School (TN Board) | | | | | | | 91.6% | | | | 2006-07 |
| **Class X** | Jawahar Higher Secondary School (CBSE) | | | | | | | 91.0% | | | | 2004-05 |
|  | | | | | | | | | | | | | |
| **PGDM COURSEWORK, projects** | | | | | | | | | | | | | |
| **Key Courses** | * Marketing Management | | | | * Business Intelligent Systems | | | | * B2B Marketing | | | |
| * Quantitative Methods | | | | * Strategic Marketing | | | | * Six Sigma | | | |
| **Academic Projects** | * **Marketing Research Tata Nano Twist Scenario** | | | | | | | | | | 2013 | |
| * Identified factors influencing the purchase of car ranged in Rs.1.6 to 2.5 lakh | | | | | | | | | |  | |
| * Identified the factors that would help Tata Nano Twist succeed after the initial failure of Nano | | | | | | | | | |  | |
| * **Quantitative analysis in Football to determine performance of a team and predict match result** | | | | | | | | | | 2013 | |
| **Live Projects** | * **Malabar Gold and Diamonds** | | | | | | | | | | 2013 | |
| * Analyzing ATL and BTL activities of MGD, and provided an extensive competitor analysis | | | | | | | | | |  | |
|  | * Provided recommendations to improve their sales in Chennai, Tamil Nadu | | | | | | | | | |  | |
| **Social Development**  **Project** | * **Plan to develop Computer based Accounting software for Self help groups** | | | | | | | | | | 2014 | |
| * Was chosen one among the 12 best SDP projects from the institute | | | | | | | | | |  | |
| **INTERNSHIPS AND CERTIFICATIONS** | | | | | | | | | | | | | |
| **Infosys Ltd** | * **Created** **solution** to facilitate the access of training materials for trainees through personal devices | | | | | | | | | | 2011 | |
| * Identified the scope of improvement in the current system and developed a new system | | | | | | | | | |  | |
| **Certifications** | * **Google Analytics Certification from Google** | | | | | | | | | | 2016-17 | |
| * **Inbound Marketing Certification from Hubspot Academy** | | | | | | | | | | 2016-17 | |
| **Computer Skill sets** | * Statistical Tools – SPSS, Minitab | | | | | | | | | |  | |
| * Database – SQL; Microsoft Office – Excel, Access, Powerpoint, Word, MS Project | | | | | | | | | |  | |
| * Programming Languages: C, C++, Java, HTML, Objective C | | | | | | | | | |  | |
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| **POSITIONS OF RESPONSIBILiTY** | | | | | | | | | | | | | |
| **IIM Kozhikode** | * Elected Member, **Merchandising and Design Committee** | | | | | | | | | 2014-15 | | | |
| * Acted as a liaison for all the IIMK merchandise in the campus | | | | | | | | | |  | | |
| * Interacted with various banks to get best loan deals for the students of IIM Kozhikode | | | | | | | | | |  | | |
| **Amrita School of Engineering** | * Coordinator, Housing and Accommodation Committee, Anokha | | | | | | | | | | 2011 | | |
| * Arranged accommodation for nearly 300 participants during Anokha | | | | | | | | | |  | | |
| * A member of **ASCII**  **Technological club, Department of Computer Science of Engineering** | | | | | | | | | | 2008-11 | | |
| * Organized annual inter-departmental technical competition of coding and paper | | | | | | | | | |  | | |
| presentation in which around 60 students across departments participated | | | | | | | | | |  | | |
|  | | | | | | | | | | | | | |
| **AWARDS & ACHIEVEMENTS** | | | | | | | | | | | | | |
| **Academic** | * Published an IEEE paper on Text compression using ambigrams in 2nd International Conference | | | | | | | | | | 2010 | | |
| * on **Education Technology** and Computer, Shangai | | | | | | | | | |  | | |
| * Published an IEEE paper on **Automated Music Therapy** in 2nd International Conference on | | | | | | | | | | 2011 | | |
| e-Education, e-Business, e-Management, and E-Learning, Mumbai | | | | | | | | | |  | | |
| * Published a paper on **Efficient management of Renewable Energy Resources** using GIS in | | | | | | | | | | 2010 | | |
| Osmania University, Hyderabad | | | | | | | | | |  | | |
| **B-School Competitions** | * Secured **First Prize** in Roar For CSK event conducted by Backwaters, IIM Kozhikode | | | | | | | | | | 2014 | | |
| * Developed a scalable and sustainable revenue model for Chennai Super Kings by | | | | | | | | | |  | | |
| understanding the Indian Premier League and the teams | | | | | | | | | |  | | |
| * Won Pinnacle case study competition conducted by Madura Fashion and Lifestyle | | | | | | | | | | 2014 | | |
| * Identify prospective areas of growth for MFL to grow profitably to 12000 Cr. By 2020 | | | | | | | | | |  | | |
| **Cultural** | * Won **third** prize in **Group dance** competition in Amritotsavam – Cultural festival | | | | | | | | | | 2010 | | |
| * Performed Bharatanatyam in Salangai Oli dance festival at Obul Reddy Hall, Chennai Performed Bharatanatyam in Salangai Oli dance festival at Obul Reddy Hall, Chennai *  Participated in Bharatanatyam dance competition held at Sri Pataleeshwar temple, Cuddalore *  Performed in RasaArangam – Dance Festival conducted by Triplicane arts and Culture Trus | | | | | | | | | | 2005 | | |
| * Performed in RasaArangam – Dance Festival conducted by Triplicane arts and Culture Trust | | | | | | | | | | 2005 | | |
| * Performed Bharatanatyam in **23rd year Natyanjali** festival, Chidambaram | | | | | | | | | | 2004 | | |
|  | | | | | | | | | | | | | |
| **Others** | | | | | | | | | | | | | |
| * Volunteer in coordinating **Final Placement Process**, 2013 | | | | | | | | | | | | | |
| * Executive Team Member, Madhyamam Backwaters, 2013 | | | | | | | | | | | | | |
| * Member of Web Content Development Team in 6th All India Conference of China Studies, 2013 | | | | | | | | | | | | | |
| * Attended Marketing Mafia Tools: Workshop on Brand Activation and Advertisement by Dean Harkisan Mehta Foundation Institute, 2013 | | | | | | | | | | | | | |
| * Was part of Amala Bharatham Campaign conducted by Amrita School of Engineering where we cleaned the areas in and around | | | | | | | | | | | | | |
| Ukkadam bus stand in Coimbatore, 2010 | | | | | | | | | | | | | |
| * Participated in the 3D-Evolution workshop during kurukshetra held at CEG, Anna University in 2010 * Chennai | | | | | | | | | | | | | |
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| **Personal Details** | | | | | | | | | | | | | |
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| * Date of Birth : 02.07.1990 | | | | | | | | | | | | | |
| * Gender : Female | | | | | | | | | | | | | |
| * Linguistic proficiency : | | | | | | | | | | | | | |
| * Read: Hindi, Tamil, English | | | | | | | | | | | | | |
| * Write: Hindi, Tamil, English | | | | | | | | | | | | | |
| * Speak: Tamil, English | | | | | | | | | | | | | |
| * Hobbies: Dancing (Bharatanatyam), Emboss painting, Cooking South Indian food | | | | | | | | | | | | | |
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