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| **JEFES** **jefes.353543@2freemail.com** |

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| **Overview** |

A dynamic professional with 4 years professional experience in Public Relation firm as a Media Researcher by providing media and market strategy using research methodology, analyzing, toning and making graphs, charts for multiple Broadcasters and private sector industries. I have also worked with Research and Development team within the company.

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| **Areas of Strength** |

* Experienced user of Facebook, Twitter and other Social-Media portal analytics
* Experienced in handling media monitoring tools like MyMediaInfo and MediaMiser
* Database experience with Internet, Data Analysis
* Microsoft Office advanced skills (Excel, PowerPoint and Word)
* Highly motivated, flexible and self-confident
* Very good communication and analytical thinking skills
* Excellent summary writing skills
* Clear ability to prioritize and handle multiple tasks
* Good ideal in using Photoshop thereby providing creative designs to the reports prepared
* Ability to complete more work within deadline by finding ways to make work simpler

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| **Professional Experience** |

**NASDAQ**

***Associate Research Analyst* January 2014 - November 2016**

**Responsibilities:**

* Good working knowledge and understanding of social media monitoring and listening, and media analytics
* Understanding the impact of campaigns and monitor the competition with daily news briefs and custom reports featuring insight

* Go beyond monitoring mentions to get high-value analytics including tonality, headline visibility, share of voice, topic identification and key message identification
* Monitor trends in Social Media tools, applications, channels, design and strategy to evaluate social media results on a daily basis in coordination with client goals and benchmarks
* Broadcast regulatory releases and corporate announcements through our secure newswire platform while reducing press release costs
* Maintaining a database of Profiles of media members and influencers across traditional and social media outlets
* Creating Advanced Excel Reports and Data Analysis
* Develop and understand of the US media market and current trends
* Responsible to provide meaningful analysis to spearhead new initiatives for improvement in marketing & analytics processes
* Responding to client requests and data queries, ensuring service level agreements are met
* Applying data quality principles of accuracy, completeness, timeliness, consistency and relevance to management and development of client’s research data

**Thomson Reuters (Acquired by NASDAQ) *Associate Research Analyst* December 2012 - December 2013**

**Responsibilities:**

* Ensuring the quality of media research information provided is accurate and collated to the highest standard
* Research detail relevant information as per client’s need
* Develop and understand of the US media market and current trends
* Creating Advanced Excel Reports and Data Analysis
* Making coding changes necessary to the site and implementing the plan
* Responding to client requests and data queries, ensuring service level agreements are met
* Applying data quality principles of accuracy, completeness, timeliness, consistency and relevance to management and development of client’s research data

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| **Interest and Achievement** |

* Developing an optimization strategy
* Strong interest in learning and communicating with different audiences internally and externally
* Knowledge about basic web designing and graphic designing
* Identify news areas for research and new approaches, exploiting Internet and technology potential for research processes
* Appreciation from client and also top management for quality of my report
* Appreciated by management for excellent summary writing skills
* Handled over 15 projects (for client) in PR Industry including more than five analysis reports
* I have played an active role in the R&D team

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| **Academic Details:** |

* **BACHELOR OF ENGINEERING ( 2012 )**

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| University | Anna University, Chennai |
| Institution | Vins Christian College of Engineering, Tamil Nadu, India |
| Branch | B.E. Computer Science & Engineering |
| Percentage | 70% |

* **HIGHER SECONDARY ( 2008 )**

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| Institution | Hebron Matriculation Higher Secondary School |
| Branch | Mathematics-Computer Science |
| Percentage | 75% |

* **MATRIC ( 2006 )**

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| Institution | Hebron Matriculation Higher Secondary School |
| Percentage | 83% |
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| **Personal Details** |

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| Languages Known | English, Tamil, Hindi and Malayalam |
| Citizen | Indian |
| Relocation and Shifts | Flexible (based on work needs) |
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| Temporary Address | Al Qusais, Dubai |
| Interests | Painting, sketching, designing, art, long walk, music, nature |
| Availability | Immediate |

Declaration:

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Al Qusais, Jefes

Dubai.