**DEEPALI MISHRA**

**Email id:** [deemishra1393@gmail.com](mailto:deemishra1393@gmail.com)

**Contact:** +91-9408005057

**Current Location:** Bangalore, Karnataka

**OBJECTIVE**

Seeking a position in the organization that provides clear direction, where I am encouraged and motivated to welcome challenges and contribute my knowledge, experience and skills, as well as taking the opportunity to learn from others in order to achieve the goals of the Organization yielding me self-satisfaction and professional growth

**STRENGTH**

* Strong Ownership of project
* Quick learner
* Comprehensive problem-solving skills
* Good presentation, communication skills
* Willingness to learn and lead from the front
* Have an ability to integrate into and work in teams

**TCS Experience (June 2014-Present Date)**

Working as Business Analyst with TATA CONSULTANCY SERVICES, on Global projects.

* **Skills**: Brand Analysis, Category Analysis, Regression Analysis, Time Series, Marketing Effectiveness, Pricing and Promotion, Marketing Analytics, Consumer Insight, Media and Budget Optimization, Media Flighting and Simulation, Providing Insights, R (basics), Tableau, Advance Excel, PowerPoint Presentations, Social Media Analysis, Email Marketing, SEO, Website analysis
* Experienced professional with 6 years of experience in Marketing Mix Modelling, consulting domain
* Good analytical, conceptual and problem-solving skills to evaluate business problems and apply knowledge to identify appropriate solutions
* Expert in marketing analysis with strong background in research, strategizing and marketing management. Utilizes critical thinking and information-gathering skills
* Able to contribute personal insights into planning business market strategies using business intelligence, market segmentation, and product analysis
* Have experience in making Reports, Dashboards and Presentations for both internal and external stakeholders
* Key client includes FMCG

**Task Performed**

* Marketing Operations
* Google Analytics, Website Analytics, A/B testing, Email Marketing, SEO, Social Media Analysis
* Media Marketing Mix Europe team
  + Evaluate marketing operations to gauge impact of media and promotional activities; understand the impact of all drivers affecting client's business.
  + Analyse large campaign metrics and turn them into meaningful reports and presentations which help to formulate future strategies on Marketing Operations.
  + Connecting with on-shore counterpart(European clients) to understand requirements, explaining the feasibility criteria and thus generating insights
  + Worked with clients like L’Oréal, Reckitt and Benckiser, KAO (the project was a success story), Nestle and other FMCG clients
  + Experience in data solution work, EDA, Charts, Dashboards, KPI, Decking, Reporting, Presentations, etc.

**Achievements**

* On the spot award (TCS and Nielsen both) for excellent on floor performance in live project (For delivering error free project within crunch timeline keeping customer focus, reducing cycle time and also sharing insights on the results)
* Received “Star Performer of the month” award
* Have received appreciation mails from client consultants for timely support and also for taking up challenges positively and additional delivery from my end (not part of standard deliverable)
* Delivered a success story presentation with insights for global hair care brand, for defining a new approach towards modelling taking less time than Standard approach, thus winning future projects from the same client
* Holds Following Certificate:
  + Fundamental of Digital Marketing – Google Certified
  + Google Ad Display - Google Certified
  + Social Media Marketing – HubSpot Certified

**SCHOLASTICS**

|  |  |  |
| --- | --- | --- |
| Qualification | School/University | Year of Passing |
| Executive PGDM | Great Lakes Institute of Management | Perusing |
| BBA | Maharaja Sayajirao University of Baroda | 2014 |
| 10+2 | Gujarat Refinery English Medium School – Gujarat Board | 2011 |
| 10th | Gujarat Refinery English Medium School – Gujarat Board | 2009 |

**PROFESSIONAL EXPERIENCE**

* L&T – HMD HR (L&D Team) Domain: HR People Process Management
  + Have worked with L&T Knowledge City as a part of summer internship
  + Was part of People Process Management, HR team
  + Part of Organizing trainings for the employees
  + Hosted and managed the trainings and other events in the organization

**INTEREST AND HOBBIES**

* Strict with my fitness routine
* Meditation and Reiki practitioner
* YouTuber

**PERSONAL DETAILS**

Date of Birth : 13th Nov 1993

Linguistic Abilities : English, Hindi, Gujarati

Gender : Female

**Deepali Mishra**