

Sudheendra Harish

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OBJECTIVE:

To work for an organization where integrity, excellence, performance are the prime areas of focus in which it helps company and Individual grow together and challenge us to explore more on opportunities – benefits to the organization.

WORK EXPERIENCE:

As a Project & Marketing Professional, I have a proven track record of driving business growth through strategic marketing initiatives. My approach blends practical experience with forward-thinking innovation, resulting in impactful strategies that propel success. I am deeply committed to leveraging market intelligence to craft effective strategies that deliver tangible results.

EXPERIENCE:

Ads sales Operations Specialist at
Viacom18 | Jan 2024 – June 2024

Certainly, reframing your experiences in project management terminology:

Sales Operations Management: Led Jio Sports sales operations, specializing in Yuktha operations for strategic booking and placement. Leveraged diverse assets to optimize campaign effectiveness, applying project management principles to ensure smooth execution.

Team Coordination and Stakeholder Engagement: Orchestrated seamless internal team operations and fostered transparent client communications. Implemented project management methodologies to ensure alignment towards shared objectives, fostering collaboration and maintaining focus on project deliverables.

Performance Optimization: Employed measurement techniques and strategic approaches to enhance campaign performance. Utilized project management tools to rebook creatives in alignment with client budgets, thereby maximizing campaign ROI and ensuring client satisfaction.

Data-driven Decision Making: Contributed to internal data management processes, including budgeting and advertising data analysis. Implemented project management

practices to streamline data workflows, enhancing efficiency and facilitating informed decision-making.

Client Portfolio Management: Managed relationships with diverse clients such as Amazon, MotoGP, and BCCI, employing project management strategies to understand client requirements, deliver tailored solutions, and maintain high levels of client satisfaction throughout project lifecycles.

Assistant Manager

CPF India Pvt | Sept 2022 – Jan 2023

- **Market Research Project Leadership:** Led a comprehensive market research project on plant-based products aimed at driving sales growth. Managed the entire research process, including planning, data collection, analysis, and reporting. Employed project management methodologies to ensure timely delivery of accurate insights.
- **Stakeholder Communication and Reporting:** Facilitated effective communication between ground-level research teams and the main office in Thailand. Prepared detailed presentations to convey research findings, ensuring alignment with project objectives and stakeholders' expectations.
- **International Representation and Knowledge Sharing:** Represented the company and India's market insights at international forums, showcasing achievements and sharing valuable market intelligence. Applied project management principles to coordinate participation in these events, ensuring strategic alignment with the company's goals.
- **Channel Expansion Initiatives:** Spearheaded initiatives to establish new distribution channels, focusing on acquiring both consumers and distributors. Utilized project management techniques to identify opportunities, develop strategies, and execute expansion plans, thereby enhancing the company's market presence and reach.

Business Development Associate

Inmovidu Tec | Feb 2022 – July 2022

- **Business-to-Business Sales Leadership:** Led business-to-business sales efforts, specifically targeting the marketing courses affiliated with IIT Kanpur. Managed the entire sales project lifecycle, from lead generation to conversion, employing project management methodologies to ensure efficiency and effectiveness.
- **Lead Generation and Conversion Management:** Developed and executed strategies to contact provided leads and generate new leads using available data.

Implemented project management techniques to track leads, prioritize efforts, and optimize conversion rates, contributing directly to revenue growth.

- **Marketing Campaign Execution:** Orchestrated email and WhatsApp marketing campaigns to promote courses, applying project management principles to plan, execute, and monitor campaign performance. Ensured alignment with marketing objectives and timelines to maximize campaign effectiveness.
- **Digital Marketing Collaboration:** Contributed to the digital marketing initiatives of the team, collaborating with colleagues to integrate sales efforts with broader marketing strategies. Utilized project management tools and techniques to coordinate activities, streamline workflows, and achieve synergy across departments.
- **Consumer Insights and Advisory Contribution:** Provided valuable insights to the company's advisory team, leveraging project management methodologies to gather, analyze, and communicate consumer feedback effectively. Enhanced consumer purchasing experiences through data-driven recommendations, aligning with the company's strategic goals and improving customer satisfaction.

EDUCATIONAL QUALIFICATION:

1. PES University, Bangalore — MBA (2020 - 2022)
Coursework: Marketing (Administration and research)
2. MES Degree college of Science Arts & Commerce, Bangalore – B.Com (2016 – 2019)
Coursework: Accounting in taxation group.

Professional Skills:

Microsoft Excel, Power Point, Outlook, Project Management, Analytics, Business Analysis, Microsoft Office 365, Market Analysis, Cost and Benefit analysis, Market Research, Data governance, Basic understanding ASANA PPM Tool and clarity ppm tool.

DECLARATION:

I hereby declare the above-mentioned information is true and correct to the best of my knowledge.

SUDHEENDRA HARSIH.