



VRINDA R KRISHNAN

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CORE COMPETENCIES

Leadership

Design Sense

Search Engine Optimization

Strategic Thinking

Digital Marketing

Project Management

Strategic Direction

Fragmented Marketing

Content Architecture

Business Storytelling

Public Relations

Python

Innovation

Adobe Premium Pro

Advanced Excel

WORK EXPERIENCE

PinCap Financial Services, Gurgaon., Work from home

Duration: (Apr' 20 - Jun' 20)

Designation: Product Management Intern (Summer Internship)

Nature of work: Supervised the all the developmental activities for the product, 'Seller Tool'. This involved bridging gaps between different functions - namely marketing, sales, and customer support.

- Rated as '**Excellent Performer**' by the Mentor for Expeditious work done in tenure.
- Carried out the study across **4Ps** for **OMS guru** and **Brown tape**, the key competitors. Determined the feasibility, customer trends, future trends, and market value of the product.
- **Spearheaded** a **5 membered** development team throughout the development process.
- Successfully **converted** all the **17 alpha customers**.
- **Modeled** a **3 tiered** pricing model which is expected to increase the anticipated **average sales 35%** and **margin 12%**.

Global Cloud Investment Banking Division, NYIC., Work from home

Duration: (Mar' 20 - Jun' 20)

Designation: Investment Banking Analyst (Summer Internship)

Nature of work: Generated clients and helped them to develop and maintain effective investments that will meet their goals.

- **Executed** the sell-side liquidation strategies and **Facilitated** meetings presenting the investment highlights.
- **Generated leads** of strategic and financial buyers and investors with a net worth of **4-6 Million Dollars twice every month**, with a good fit for the identified prospective sell-side institutional clients.

Ericsson India Global Services Pvt. Ltd., Kolkata

Duration: (Oct' 17 - May' 19)

Designation: Software Engineer

Nature of work: Website development and maintenance for Iraq's leading telecom company "Zain Iraq". This involved frontend & backend development, user testing, database management, client handling, project audit & maintenance.

- Received '**Extraordinary Business Impact**' feedback from Line Manager for the Expeditious work done in tenure.
- **Supervised** a **4 membered cross-functional** website development and maintenance team for the Liferay Website. Achieved a target of **100%** Website Uptime and reduced the load time by **50%** for continuous **4 months**.
- **Maintained** a good relationship with the clients and reduced their complaints by a significant level, down around to **20%**.

Bharat Sanchar Nigam Ltd., Malappuram

Duration: (Jun'16 - Jul' 16)

Designation: Technical Intern (Summer Internship)

Nature of work: Worked closely with the SESS team of telecom exchange.

- Closely monitored and studied the functionality of the product; New Technology switch.

POSITIONS OF RESPONSIBILITY

Entrepreneurship Cell, MDIM

Senior-Coordinator

- **Organized** the first Entrepreneurship Summit; **Anivesh'19** within the allotted budget of **Rs.75,000**.
- **Arranged** SIP for the batch from reputed startups **Digitally Next** and **Melvano**.
- **Led the marketing team** of **4** overseeing all aspects of social media strategy, increasing **Facebook following by 500%+** and **Instagram by 500%**.
- **Managed** the student entrepreneurship needs by professional development and entrepreneurial programs and events.

Alumni Committee, MDIM

Senior-Coordinator

- **Maintained** a healthy relationship with the Alumni by **communicating** and **collaborating** with them about college activities, events or campaigns.
- **Organized** seminars and webinars.

Vicarana'19 Cooperate Summit, MDIM

Core Member

- Effectively **controlled** the cost through **economical utilization** of available personnel and resources within the given budget of **Rs.2 lakhs**.
- **Developed strategies and managed** the marketing campaign and hence marketed the event on different online and offline platforms.

Amrita Technical Business Incubator

Brand Ambassador

- Did customer and trend research and hence created strategies to raise the **brand awareness**.
- **Organized** various marketing campaigns for the **Amrita TBI Pitch Fest-2014** around 20 campuses in and around Coimbatore.

EDUCATION

YEAR	DEGREE	SPECIALIZATION	COLLEGE/SCHOOL	CGPA / %
2019-21	MBA	Marketing	MDI Murshidabad	6.26/10
2013-17	B. Tech	Electronics and Communication	Amrita School of Engineering, Coimbatore	6.81/10
2013	HSC	Science	Private Candidate	85.80%
2010	SSC	General Studies	Kendriya Vidyalaya Malappuram	9.40/10

LIVE PROJECT	
NTPC, Farakka (Aug’19 – Mar’20) Title: Strategic Analysis	- Engaged closely with planning and implementation team of the company, and generated critical insights from them. - Tailored and delivered effective communications to drive change, by thinking along constructive and original lines.
SKILLS	
Management Development Program on Marketing Management by Ministry of Micro, Small and Medium Enterprises	KPMG - Six Sigma Green Belt
WORKSHOPS	
Software Defined Radio by IIT Madras	Robotics Basics by IIT Madras
CERTIFICATIONS	
Udemy - Customer lifetime value predictive model with Python HubSpot - Content Marketing Google Display and video 360 Google Ads Display SM Studies - Digital Marketing LeadPro - Business Acumen and Decision making	Udemy - Data Science for Marketing Analytics Google Analytics HubSpot - Inbound Marketing HubSpot - SEO Training Google Ads Search
EXTRA CURRICULARS	
Singing Art Blogging Travelling Cooking	