



Gowri KP

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CAREER OBJECTIVE

Versatile professional with 10+ years of experience in engineering, education, sales, marketing, research, and data analysis across corporate and academic sectors. Skilled in bridging strategy and execution through technical expertise and teaching experience. Proven ability to engage stakeholders, manage B2B/B2C relationships. Known for strong communication, coordination, and a solution-focused approach. Seeking a challenging role to contribute meaningfully and grow with the organization.

PROFESSIONAL EXPERIENCE

INDIAN INSTITUTE OF MANAGEMENT BANGALORE

Research Assistant, Data Centre & Analytics Lab | September 2020 – Mar 2024

- ♦ **Literature Review & Citation:** Assisted in reviewing existing literature, research papers, and books to understand the current state of the field and identify gaps. Conducted literature searches, ensured proper citation, and supported referencing in research papers, books, and reports.
- ♦ Proofread books on **Machine Learning using R** and **Business Analytics**.
- ♦ **Data Collection & Analysis:** Gathered, cleaned, organized, and analysed research data using statistical tools and software, drawing meaningful insights to support project objectives.
- ♦ **Data Entry, Management & Coding:** Entered and managed research data in databases/spreadsheets, ensuring accuracy and integrity. Wrote scripts to analyse data and streamline research processes.
- ♦ **Data Visualization:** Created graphs, charts, and visual representations of data to enhance understanding and presentation of research findings.
- ♦ **Collaboration & Communication:** Collaborated with the research team to exchange ideas, track progress, and address challenges. Presented findings at meetings, conferences, and seminars.
- ♦ **Administrative Support:** Provided administrative support by coordinating research activities, managing conference events, assisting with paperwork, and handling other day-to-day tasks.

PROJECTS:

Madhya Pradesh Liquor Project

- ♦ **Collected and cleaned data** from multiple sources, ensuring data integrity and consistency.
- ♦ **Conducted data analysis** on client-provided datasets, identifying trends and key insights.
- ♦ **Provided actionable feedback** based on data analysis, supporting decision-making and process improvements.

Cargill Project

- ♦ **Utilized Power BI for data visualization**, transforming complex data into actionable insights for decision-making.
- ♦ Contributed to **Retail and Food Service Forecasting** for UK-based products, leveraging data-driven insights to optimize business performance.
- ♦ **Completed certification in C3 Application Development and C3 Data Science**, acquiring foundational expertise in key technologies and methodologies.

VIBGYOR HIGH SCHOOL, BENGALURU

Relationship Executive, Apr 2018 – Jan 2020

- ◆ **Designed and implemented** outreach strategies to generate leads and drive student enrolments, managing the **full admissions** funnel from inquiry to onboarding.
- ◆ Conducted **competitor and market analysis** to identify trends and inform targeted marketing campaigns, increasing visibility and lead conversion.
- ◆ Organized and managed **promotional events** such as education fairs, strengthening brand presence and community engagement.
- ◆ **Maintained and analysed admissions** data through ERP systems, generating MIS and reconciliation reports to support decision-making and optimize campaign performance.
- ◆ Delivered **personalized counselling** to parents and students, ensuring high-quality customer experience and improved conversion rates.
- ◆ **Collaborated** with internal stakeholders, including special educators and faculty, to ensure alignment of marketing, academic, and support services.

CL EDUCATE LTD., BENGALURU

Senior Executive, Feb 2016 – Jul 2017

- ◆ Developed and executed targeted outreach and **engagement strategies** for students ranging from Grade 8 to working professionals, driving enrolment and program participation.
- ◆ Organized and conducted career seminars and **promotional events** on international education programs and career counselling sessions across multiple locations, **enhancing brand visibility** and audience engagement.
- ◆ **Delivered presentations** and workshops to promote academic offerings, tailoring content to suit diverse age groups and learning levels.
- ◆ Presented **research papers** to undergraduate students and conceptual papers to school students, enhancing their academic understanding.
- ◆ Managed **end-to-end in-centre program operations**, including mentoring sessions, batch initiation, and issue resolution, ensuring a seamless learner experience.
- ◆ Led the planning and coordination of workshops, seminars, and counselling events; served as a program anchor and **brand representative**.
- ◆ Designed and implemented a **30-day feedback loop** to gather learner insights, resolve concerns, and improve service quality.
- ◆ **Maintained high engagement** levels through follow-ups (tele-calling, walk-ins) and conducted quality checks through mystery shopping.
- ◆ **Collaborated with faculty and academic teams** to monitor and support high-potential students, strengthening program outcomes and satisfaction.
- ◆ **Mentored students** to ensure consistent academic progress and addressed individual learning needs.
- ◆ Provided **expert counselling** on B-schools and universities, maintaining regular communication with faculty to support student development.
- ◆ Conducted bi-weekly service **quality assessments** through tele-calling, walk-ins, and mystery shopping to evaluate and enhance student experience.

HINDUSTAN COMPUTERS LTD., BENGALURU

Software Engineer, Apr 2012 – Mar 2014

- ◆ **Monitored batch and interface processes**, taking corrective actions as needed to meet predefined SLAs and ensure smooth operations.
- ◆ Worked with tools like **Oracle 9i/10g, Control M, Putty, Lotus Notes**, and **ticketing tools** to support production and troubleshooting.
- ◆ Performed **daily health checks** of production applications, ensuring system stability and timely issue resolution.
- ◆ Managed **escalations** to higher-level teams, providing support to address and resolve complex issues efficiently.

- ◆ Utilized **UNIX commands** to run shell scripts, check logs, manage directories, and copy files to maintain system integrity.
- ◆ Provided **technical support** for data issues related to Exchange, Option, and Futures Pricing, ensuring accurate pricing data.
- ◆ Managed **weekly production releases**, verifying application stability and preventing batch crashes during updates.
- ◆ Maintained a strong understanding of **application monitors**, ensuring issues are promptly identified, analysed, and resolved.
- ◆ Coordinated with cross-functional teams to ensure the **resolution of technical issues** and streamline operational workflows.

GANESH INTERNATIONALS

Software Engineer, Aug 2011 – Mar 2012

- ◆ Provided **technical support** for data-related issues in **Exchange Pricing, Option Pricing, and Futures Pricing**, ensuring data accuracy and system reliability.
- ◆ Demonstrated strong expertise in **application monitoring**, promptly identifying, analysing, and resolving issues to maintain system integrity.
- ◆ Collaborated with cross-functional teams to **resolve technical issues**, ensuring seamless operations and timely resolution of problems.

SSB INTERVIEW FOR OFFICER TRAINING ACADEMY – INDIAN ARMY

Stage 1 Induction Programme and Physical Fitness Test, Jun 2011

- ◆ **Attended** and excelled in the comprehensive **Stage 1 Induction Programme**, which included both **written assessments** and **outdoor activities**.
- ◆ Displayed **excellent communication** and **decision-making skills** during the outdoor tasks, further enhancing my suitability for a career in **Indian Army**.
- ◆ **Proficiently participated** in a variety of **assessments**, including **group discussions, personal interviews, and outdoor tasks**, showcasing strong **leadership, teamwork, and problem-solving abilities**.
- ◆ **Actively participated** in **team-based activities**, enhancing my **collaboration skills** and gaining valuable experience in managing **group dynamics** and challenges in a **disciplined environment**.
- ◆ Developed **critical thinking, adaptability, perseverance, and attention to detail**, enabling me to perform effectively under **pressure** and excel in **time-sensitive situations**.

EDUCATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY (VTU)

Bachelor of Engineering in Information Science May 2011.

- ◆ Percentage: 64.63

PERSONAL & PROFESSIONAL SKILLS

- ◆ Quick learner, energetic, and self-motivated team player with strong team-building abilities.
- ◆ Highly **responsible**, with excellent **coordination skills** and a positive, solution-oriented mindset.
- ◆ Strong **communication, interpersonal, and leadership skills**; able to lead and collaborate effectively with diverse teams.
- ◆ **Analytical thinker** with a creative and artistic mindset, skilled in problem-solving.
- ◆ **Proficient in Microsoft Office**, with advanced skills in **Excel** and **SQL** for data analysis and reporting.
- ◆ Ability to work **effectively**, maintaining a **quality-oriented approach** with quick perception.
- ◆ **Active member** and former **Treasurer** of an organization, showcasing financial management and leadership.
- ◆ Bilingual: Fluent in Kannada and English.
- ◆ Personal interests include drawing, spirituality, reading, yoga, and playing chess and carom.