

Deepa Balakrishnan

Phone: 091-9986990362

deepabk07@gmail.com

Career Objective

Looking for a stable career in the field of teaching and help students to groom up to a better citizens of tomorrow, providing support in their education and also to help them in choosing their career and showing the right path.

Aspire to work in a challenging atmosphere that will provide me with a high degree of responsibilities and opportunities for learning and growth and a stable, energetic working culture.

Professional Summary

- 6.5 Years of experience in Consumer Analytics, Advertising Analytics, Ad Operations, CPG industry, Market research, playing roles as Associate, Research Analyst, Senior Researcher
- Creativity, Presentations, Data Analysis, Consumer profiling, Advertising and online industry are some of areas of interest and currently working on it and open to learn new technologies that adds more value to my career.
- 1 year in a school Assisting Principal and Chairman providing professional and administrative support.
- Completed my B Ed from KIET College, as a part of internship on a contract basis got an opportunity in NPS, as an associate Math teacher for the classes 6,7 and 8.

Work Experience

Name of the company	Current Designation	From	To	Duration (Months)
National Public School	Associate Teacher	December 2022	March 2023	4 months
Gear Innovative International School	Operations Assistant; Chairman Secretary	January 2018 June 2021	May 2018 March 2022	4 months 10 months (1 academic year)
Ducker Worldwide	Market Analyst	November 2014	October 2017	35
Captiveway Solutions India Ltd	Research Analyst	February 2014	September 2014	8

Genpact	Senior Associate	October 2010	January 2014	39
St.John's Medical College Hospital	Telemedicine Technician	May 2009	June 2010	13

Software Proficiency

Operating Systems: Windows 95/98/NT/2000/XP, UNIX, Linux

Programming Languages: C, C++, java (core), sql.

Others Tools: Excel, Word document, Power Point, IRI tools like Xcelerate plus, Power plus, Market insight tools like Decipher, Conformat.

Education

Educational Qualification	Institution	Education Board	Passed	Percentage
B Ed	KIET College	Bangalore University	2022	Waiting
MBA (Operations)	Symbiosis Centre for Distance Learning, Pune (SCDL)	UGC, AICTE	2013	60%
BE(CS)	Shirdi Sai Engineering College	Visveswaraya Technological University, Belgaum	2008	68%
Pre-Degree	Christ College, Bangalore	Department of Pre – University	2004	73.3%
SSLC	Mary Immaculate High School	Karnataka Secondary Education Board	2002	79.36%

Work History

Organization: National Public School

Period: Dec 1'22 –March 30'23

Role: Associate Math Teacher (Grade 6,7, and 8)

Job Responsibility:

- I worked on a contract basis, as a replacement for a teacher who was on vacation.
- This experience was very fruitful as I got exposure to student management which is very challenging today as a teacher, was responsible for taking lessons as per the CBSE syllabus for the mentioned grades. During this term got opportunity to conduct assembly, preparing worksheets, Final Exam Test papers, Lesson plans on a weekly basis, to ensure it is completed as planned.

- Have experience in managing slow learners, attending notes from parents, counseling students.
- Have been a good motivator, learnt handling student with patience

Organization: Gear Innovative International School

Period: Jun.1'21 –March 30'21

Role: Chairman Secretary

Job Responsibility:

- To work with the Chairman and provide professional and administrative support.
- Handling Admissions, communication and maintenance related to administration like fee Cheques, Deposit amount ledger.
- Responsible for full admission process from online application form, providing online/offline test, following with mentors for corrections and result, Scheduling an interaction with chairman and helping parents to complete the admission process.
- Was part of Reading card team, preparing the format of the card, providing contents and doing necessary changes as per the higher management request.

Organization: Gear Innovative International School

Period: Jan.21'18 –May 22'18

Role: Operations Assistant

After May 2018 I have taken a break from my work, as my elder daughter was not keeping well, there was no one to take care of her, she had to undergo a surgery, but it got postponed considering her age at that time. The surgery was to be scheduled in the month of March/ April 2020, but later due to corona it was done on March 28th 2021.

Job Responsibility:

- To work with the Principal and provide professional and administrative support.
- To liaise with VP – operations, VP – R&D and administration to build effective and seamless communication and document their weekly updates.
- Work in association with Dissemination coordinator to review of results of examinations like Olympiad, ASSET so that achievement of school can be evaluated regularly and documentation maintained.
- Document all achievements and awards received by children and school along with photographs/visuals so that it can be used for any form of media.
- To compose and send out routine letters as directed by principal and respond on the principal's behalf to straightforward correspondence.
- Research and gather information on areas required by Principal and also form an e-library of online /print articles relevant to the school and best practices in the field of education.
- Develop a plan for principal where random checks of documentation of mentors and children can be reviewed regularly.
- Pre-empt any relevant documentation support or correspondence that may be required for parent meetings.

Company: Ducker Worldwide

Period: November.17'14-October.23'17

Role: Market Analyst

Job Responsibility:

- Understanding client requirement, business issues and research needs, involved in CQS projects which involves coding and report writing.
- Analyze market research and other data to provide value-added insights
- Provide data for assigned account and prepare information for presentation

- Getting field work prepared for client study design. Designing Questionnaire, scripting and accordingly coordinating with seniors for final data.
- Analyzing the requirement of the Client and providing competitor and SWOT analysis for the client.
- Involved in secondary research which included Company Profiling, Competitor analysis, Industry and sector analysis and so on.
- Well versed in Primary research project which involved contacting competitor companies, to understand the market value, trends, price to prepare a market report on the based sector.
- Worked on primary research projects for Agriculture sector, Industrial sector, Construction sector.
- Taken ownership in handling the project consisting of 3 team members and communicating to the client on a daily basis the project status.
- Meetings and discussion with the client directly about the project
- Sharing Competition analysis, Market scenario with the client.
- Tools used are Confirmit, Decipher SPSS, Research Websites likes IQCapital, Hoovers and so on.
- Worked for Automotive, Industrial, Agricultural Projects

Company: Captiveway India Solutions Pvt Ltd.

Period: Feb.3'14 –Sept 22'14

Role: Market Research Analyst

Job Responsibility:

- Provided comprehensive reports for client companies, interested in determining their presence across the marketplace.
- Understanding customer markets and segments.
- Create PowerPoint presentations, Reports, Case Studies for executives on Pharmaceutical, Automotive and Telecommunication sectors.
- Perform market research and data analysis to examine competitors marketing methods and the sales activities.
- Support strategic plans of the company by providing research information.
- Generate relevant financial information for specific business cases and projects.
Responsible for providing the relevant information to the managers for making a marketing decision.
Involved in quality control for documents collected by research methods like financial findings, strategic partners, mergers and acquisitions and so on

Company: Genpact (SMS)

Period: October.4'10-January.28'14

Role: Senior Associate Consultant

Job Responsibility:

- An agile professional with experience in Market Research .
- With for grocery and Pharma teams. Experience in Category overviews, New Product Launch analysis, Price and Brand analysis
- Analyzing the market environment and competitor analysis for the Frozen clients
- Design the report formats and develop reports & Presentations using IRI Proprietary tools (Xlerate & Plus suite)
- Present Competitive Analysis and Sales Analysis for J&J Product Lines.
- Sales forecasting: Providing sales data based on the performance of products considering different measuring parameters.
- Ad-hoc Reporting: Reporting done for additional data requests for the client that require in-depth knowledge of brand and the category.

- Data Mining: Extracting data from various sources and merging them into a single consistent dataset.
- Trend Analysis: Examining and analyzing data to forecast future marketing trends.
- Provide Insight for business improvement of the Frozen clients.

Achievements

- Received Customer appreciation for the contributions towards Ad-hoc project in the team
- Automated the J & J reports which helped to reduce the cycle time by 30%
- Ensured in time delivery to cut possible losses; exceeded the quality expectations of the client
- Received 3 SPOT AWARD to maintain above 100% quality throughout the year for all the deliverables in categories and reports.

Company: St. John's Medical College Hospital

Period: May. 01'09-June. 19'10

Role: Telemedicine Technical Trainee

Was working on a Telemedicine project in St.John's Medical College Hospital.

- The project was sponsored by Health and Family Welfare Services, Govt. of Karnataka. The period of project was for one year.
- 25 district Hospitals were involved in this project.
- One of the recent applications of space technology initiated by ISRO, i.e. through Tele-medicine to provide expert medical services to the rural and remote areas. Under this Hospitals/health centres in remote locations are linked via satellites connection with super specialty Hospitals at major towns/cities, bringing in connectivity between patients at remote end with the Specialist Doctors for medical consultations and treatment. Tele-medicine pilot projects are undertaken by ISRO with the involvement of selected super specialty Hospitals located in major cities and smaller health centres in distant and rural areas.
- The equipments for the project is provided by Televital company Pvt Limited.
- St.John's is recognized as a super-speciality Center for Pediatrics, so we take only pediatric consultations.

Other Interests

Sketching, Painting, Playing Badminton, Chess, Listening to music

Personal Details

Father's Name	:	Balakrishnan K
Husband's Name	:	Unni G S
Date of Birth	:	September 7 th 1986
Marital Status	:	Married
Nationality	:	Indian
Languages Known	:	English, Hindi, Kannada, Tamil and Malayalam
Strengths	:	Good Presentation & Communication Skills. Good team player, Adaptability & Flexibility, Good grasping skill, Determination & Dedication
Location Preference	:	Bangalore

Signature

Date