Yugandhar.M

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**Career Objective**

To consolidate my career at a senior level, by taking up challenging responsibilities, so as to be known as a successful professional.

**Work Experience**

* Working as **Marketing Manager -** from Aug2019 till date **at Innospire Systems Corporation**. Chennai
* Working as **Digital Marketing Expert & Team Lead-** from 1st March 2014 till Aug 2019 **at Merit Software Services Private Limited**. Chennai
* Working as MIS – Specialist - **Capacity Planner (WFM)** - from 28th Oct 2013 till 1st April 2014 Date **at Merit Software Services Private Limited**. Chennai
* Working as Executive –MIS for Vodafone Essar Enterprise Team 13th Sep 2010 till 27th Oct 2013 **at forte Pvt Ltd. Chennai**
* Working as Executive –MIS from 8-Feb2010 to 12th Sep 2010 at **Genisys -Group** Chennai.
* Worked as Executive –MIS for Vodafone Essar R&R Team 4th May 2009 till 25th Jan 2010 at **forte Pvt Ltd**. Chennai
* Worked as Executive - MIS for Airtel process from 1st Oct 2006 till 5th Nov 2008. **at Optimus Global services Pvt ltd** , Chennai
* Worked as EDP In charge from 05th Apr 2005 till 26th Sep 2006. at **Airex Logistics Pvt ltd Bangalore**

### **Work Exposure**

#### **Marketing Manager – Innospire Systems Corporation**

* Handling Digital Marketing for 6 business units in US & Canada.
* Accounting Software’s , Office Suites , Enterprise management Products
* Handling End to End , from Web Master to Lead conversion
* Regular monitoring of Website, Content , Ads performance.
* Tracking the Lead quality , lead flow & Content Management.
* Creating calendars for Content marketing , Social Media Marketing , Google ads .
* Building Marketing Strategy for every products , Building Target audience personas

#### **Digital marketing Expert – Reed Business Information** – **Merit Software Services**

**Eloqua:**

* Develop and managing the digital marketing Campaigns in Eloqua.
* Creating and managing the Programs in Eloqua for lead scoring, Lead Nurturing, Contact Cleansing, integration programs between CRM (sales force) to Eloqua and Vice versa.
* Creating Segments, Contact filters, Update rules, Custom data Objects on requirement base.
* Cloud Connector Configuration for various events & Updating the hidden Contact information
* Creating Match Rules , Managing pick lists , deploying the emails and landing pages in campaigns and programs on requirements
* Creating new user access for new employee & managing the contact base reporting, user level data base reporting.
* Currently handling three projects two with same client and one with other client

**Data Base:**

* Extracting required data base from the Sql server using SAP to sale team.
* Uploading new contacts to data base and in Eloqua
* Data mapping on Key demographics with exact demographic code with values.

**Key Points:**

* In house training conducted to Management team and cross channel executive on Eloqua & Advance Excel.
* Individual Training given on Digital marking & data Architect at Reed business information, UK Sutton.

#### **MIS – Specialist-Capacity Planner(WFM)- GCC Voice team** –

#### **Merit Software Services**

* Planning Head count of the Project before on live with operation team
* Tracking, analyze agent performance with reports.
* Collection and analysis and reporting of historical agent performance statistics
* Circulating the long-term and short-term forecasts of the Project requirements Like : Target Completion ,Project Closing Date, Follow up for Extending & Pre Closing of Projects
* Manage employee information changes & scheduling process Like Adherence of Scheduling & Leave Notifications and Replacements on Scheduled Head count.
* Attend weekly and daily staffing review meetings with management and forecast / scheduling analysts detailing previous and current
* week’s performance and forecasted performance of remainder of current week and next week, while also identifying risks & Pull back of the Process weakness ,
* Forecasting & projecting on data Availability for deployed Agents if less alarming Business Sale team for data or New Projects.

#### **MIS – Management Information System- Vodafone Essar**

#### **(Analytics and Retentions)**

* Tracking the Team Performance daily
* Preparing Forecasting analysis & Trend Analysis of the Team.
* Implementing creative process to simplify the data consolidation and error control of each individual’s daily reports.
* Maintaining daily tracker and analyzing the Projected Vs Actual Top Management of Team.
* Preparing the Relation Ship Manager’s Dashboard, KPI, Rank & score Cards.
* Preparing the

MBR presentation

Trend vs Projection

#### **MIS – Management Information System- Genisys Group**

* Updating the Day end reports to the client on daily basis.
* Monthly track on employee attendance, conversion and performance ratio.
* Implementing creative process to simplify the data consolidation and error control of each individual’s daily call reports.
* Preparing MBR presentation for the process.
* Maintaining daily Revenue tracker and analyzing the Projected Vs Actual Revenue for the Process and Circulating the Top Management of the Process (Manager to Director of the Company)
* Maintaining the Process wise tracker to show the trend of progress.
* Maintaining the process wise KPI dashboard
* Circulating the Weekly process wise analysis to process lead.
* Maintaining the Data for dialing, analyzing the churn data to identify the dialing ratio.
* Working closely with dialer team and ops team to increase the dialing conversions based on the call dispose.
* Converting the Sit tone disposition to regular dispose by changing predictive to preview dialing mode.
* Validating the Dialing ratio and alarming the process lead to get the approval for next churn.

#### **MIS – Management Information System- Vodafone Essar**

* Tracking the movement of Voluntary Churn
* Tracking Daily Reactivation of retained customers
* Tracking Daily Suspension of Voluntary Churn customer
* Publishing the Churn Report to Entire R&R team.

#### **MIS – Management Information System- Optimus**

* Updating the Day end reports to the client on daily basis.
* Monthly track on employee attendance, conversion and performance ratio.
* Implementing creative process to simplify the data consolidation and error control of each individual’s daily call reports.
* Maintaining a follow up and feedback track collected from the pickup agency for each and every pickup.
* Preparing clients billing invoices for the finance team.
* Maintaining the Data for dialing, analyzing the churn data to identify the dialing ratio.
* Working closely with dialer team and ops team to increase the dialing conversions based on the call dispose.
* Converting the Sit tone disposition to regular dispose by changing predictive to preview dialing mode.

## **Work Achievements**

* **Eloqua B2B Master Certificate**
* **Google Certification on Digital marketing , Google analytics.**
* **Got Award in Vodafone for Creating Innovative Tool for Data Calculator for CS dept in 2012, (same has won the Global hero award, given to the Head of the Process & team )**
* **Got Award in Vodafone for Creating Innovative Tool for analyzing the quality of Activation and Trend in 2011.**

**Educational Qualification**

* S. S. L .C
* H.Sec Education
* PGDCA
* BBA
* Eloqua B2B Master 2017 & 2018

**Computer Efficiency**

* Ms – Excel, Ms – Word, Ms – Power Point, Ms – Outlook
* Eloqua, Sales force, SQL , SAP business objects 3.2 & 4.1

**Languages Known**

* Speak Read and Write: English, Tamil.
* Speak Kanada.

**Soft Skills**

* Having quick grasping ability.
* High determination and planned strategies.
* Goal-Oriented positive approach.
* Sincere and Hardworking with dedication.
* Discipline, Dedication, Integrity and Accuracy.
* Strong in Ms Excel, Ms Access

**Personal Details**

Name : Yugandhar .M

Father’s Name : Madhusudanan. J

Date of Birth :17th March 1982

Sex :Male

Marital Status :Married

Children : one son

Passport Number : P2312745

Passport Expire date : 25/07/2026

**Declaration**

I, hereby declare that the details furnished above are true and correct to my knowledge and belief.

Yours Sincerely

Date:

Station:

[Yugandhar.M]