

# Pallavi Prasad

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## Professional Summary:

Pallavi has more than 6 years of total experience, of which more than 4.5 years is as an Online Marketing Executive, 1.3 year as a Technical Writer and 8 months are as a Graphic Designer and Color Management Executive. She also does Product testing, Surveys and mystery shopping as a hobby.

Marketing Experience	Other Experiences
<ul style="list-style-type: none"><li>• SEO</li><li>• PPC</li><li>• Social Media Marketing and generating sales/recruitments from the same</li><li>• Link building</li><li>• Newsletter Marketing</li><li>• Blogging</li><li>• Website design and development manager for 10 websites</li><li>• Event Management</li><li>• Print Merchandise and Inventory Management</li><li>• Live chat support</li><li>• Conducting Surveys</li><li>• Uploading and maintaining Vouchers on website from affiliate networks</li><li>• Played a role in Leaflet and Booklet Distribution</li></ul>	<ul style="list-style-type: none"><li>• Designing Banners, Brochures and other marketing materials</li><li>• Compliance Uniforms - Maintenance and distribution</li><li>• Creating promotional materials and advertisements</li><li>• Working with clients based in India, US and UK</li><li>• Interacting with SMEs and Leads to gather information</li><li>• Attending monthly conference calls</li><li>• Creating Hardware manuals, Installation manuals, user manuals and graphics for the same</li><li>• Creating and Managing colours profiles between monitor, printer and platforms</li><li>• Collating candidate data and tracking the source and result</li><li>• Weekly/Monthly Report generation</li><li>• Health and Safety Officer, fire marshal, First Aider</li></ul>

## Education:

**Engineering in Printing Technology** from B.M.S College of Engineering (Visveswariah Technological University, Belgaum, India). Score 70%

## Technical Skills:

**SEO and Social Media Tools:** Google Analytics, Google webmasters, Google Adwords, Google Adword Editor, Mailchimp, Zopim chat Support, Firebug, Hootsuite, Manageflitter; SurveyMonkey, FBML

**Other Tools:** Adobe Illustrator, Adobe Photoshop, Adobe Indesign, CorelDraw, Adobe FrameMaker, Adobe RoboHelp, Epic Editor, MS Visio, TechSmith SnagIt, Adobe PageMaker, and MS Office.

## Experience:

Organization	Designation	Duration
MedicsPro, UK	Online Marketing Manager	August 2011 - Till date (Currently on Maternity leave)
Essex Distributions/Big Little Discount, UK	Online Marketing Executive	September 2010 – August 2011
Triumph India Software Services Ltd, India	Technical Writer	Apr 2008 – Sept 2009
Ripro Color Solutions, India	Graphic Designer and Color Management Executive	Jun 2007– Feb 2008

## Employment History:

### MedicsPro

**Category:** Medical Recruitment Agency

**Role:** Online Marketing Manager

#### Contribution:

Online Marketing	Offline Marketing / Miscellaneous
<ul style="list-style-type: none"><li>• SEO</li><li>• PPC</li><li>• Social Media Marketing – Multiple Facebook pages, twitter/LinkedIn profiles and other social media</li><li>• Linkbuilding</li><li>• Blogging</li><li>• Live chat support</li><li>• Newsletter Marketing</li><li>• Website CMS Maintenance – 10 websites</li><li>• Conducting Surveys</li><li>• Website design and development manager</li></ul>	<ul style="list-style-type: none"><li>• Designing Banners, Brochures and other marketing materials</li><li>• Print Merchandise and Inventory management</li><li>• Event Management</li><li>• Collating candidate data and tracking the source and result</li><li>• Compliance Uniforms - Maintenance and distribution</li></ul>
	<b>Miscellaneous</b>
	<ul style="list-style-type: none"><li>• Weekly/Monthly Report generation</li><li>• Health and Safety Officer and Fire marshal</li><li>• First Aider</li></ul>

**Applications:** Google Analytics, Google webmasters, Google Adwords, Google Adword Editor, Hootsuit, Manageflitter, Firebug, FBML, Zopim chat support, Mailchimp, Survey Monkey, Adobe Photoshop, Adobe Illustrator, Adobe Indesign.

### Essex Distributions/Big Little Discount

**Category:** Online Voucher/Coupon/Discount Provider, Booklet Distribution Agency

**Role:** Online Marketing Executive

#### Contribution:

- Social Media Marketing and generating sales from the same
- SEO
- Blogging
- Website design and development manager
- Uploading and maintaining Vouchers on website, Voucher code management via affiliate networks
- Played a role in Leaflet, Booklet Distribution
- Designing Booklets, Leaflets and other marketing materials
- Newsletter Marketing

**Applications:** Hootsuit, Manageflitter, Mailchimp, Firebug, FBML, Adobe Photoshop, Adobe Illustrator

### Triumph India Project Details:

Project Name: Performance Analysis Manual		
<b>Client</b>	Motorola (India, US, UK)	<b>Contribution</b> <ul style="list-style-type: none"><li>• Updating documents based on CRs and PM SSFS</li><li>• Creating Hardware manuals using Epic Editor</li><li>• Creating graphics using Adobe Illustrator</li></ul>
<b>Role</b>	Technical Writer and Graphic designer	
<b>Environment</b>	Adobe RoboHelp, Epic Editor, Adobe Illustrator	

<b>Project Name: Installation Manual</b>		
<b>Client</b>	Oat Systems (India, US)	<b>Contribution</b> <ul style="list-style-type: none"> <li>• Updating FrameMaker files</li> <li>• Content creation from scratch for the installation manual</li> </ul>
<b>Role</b>	Technical Writer	
<b>Environment</b>	MS Word and Adobe FrameMaker	

<b>Project Name: VMS (Video Management for Surveillance) - User Manual</b>		
<b>Client</b>	MindTree	<b>Contribution</b> <ul style="list-style-type: none"> <li>• Content creation from scratch for VMS User Manual</li> <li>• Capturing screenshots from live video with the help of snagit and editing/enhancing the images</li> </ul>
<b>Role</b>	Technical Writer and graphic designer	
<b>Environment</b>	MS Word and Snagit	

## Ripro Color solutions

**Role:** Color Management Executive / Graphic Designer

### Contribution:

- Designing customized collages, brochures, catalogs, test charts, handouts and layouts for newspaper
- Implementing color correction and color matching methodologies for graphics
- Calibrating the monitor and the printer
- Creating profiles for various media based on the type of printer
- Managing input and output profiles across various platforms
- Providing on-site training to the employees on creating and maintaining profiles

**Applications:** ONYX, Gretagmacbeth color management softwares and press control equipments, HP Inkjet 5500 and Web offset machines

## Heidelberg Student sponsorship programme Project Details:

**The project won 2nd place in the national level.**

**Venue:** Heidelberg Print media academy, Germany

### Contribution:

- Designing a package for the product
- Preparing a model and checking for its tight fit
- Designing graphics for the package using the softwares - Adobe Photoshop, Adobe Illustrator, Adobe PageMaker and CorelDraw
- 4-color printing by the offset process by exposing onto plates
- Dye-cutting the package
- Laminating and final package
- Presenting the final project

**Application:** Packaging design, Adobe Photoshop, illustrator, PageMaker and CorelDraw.

## Maternity Break

I am so passionate about online marketing that during my maternity leave I took part in various competitions and won almost everything from pushchairs, cots, love2shop vouchers, car seats.

I also am an active participant in online surveys, mystery shopping and product testing. I love to be on top of everything happening online.

## DECLARATION:

I hereby declare that the information furnished above is true to the best of my knowledge.