**Deepika KS**

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**Career objective**

Seeking a challenging position in an organization that nurtures my marketing skills and provides a learning work environment that helps to enhance my knowledge and contribute to its growth and brand value.

**Achievements**

* Secured college 3rd rank in third semester, 1st rank in second semester and 3rd rank in first semester MBA examination.
* Secured 4th rank in Electronics and Communication Engineering at Visvesvaraya Technological University (VTU), Belgaum.
* Awarded “The Best Outgoing Student -2010” in Malnad College of Engineering, Hassan.
* Secured school second rank in 10th standard CBSE board examination.

**Qualification**

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| **Degree** | **Institute** | **University/ Board** | **Percentage** |
| Pursuing MBA  (Marketing) | PES Institute of Technology,  Bangalore | VisvesvarayaTechnological University, Belgaum | 74(1stSem)  75.6 (2ndSem)  79.5 (3rdSem) |
| BE (E&C) | Malnad College of Engineering,  Hassan | Visvesvaraya Technological University, Belgaum | 88.4 |
| II PUC | MTES PU College, Hassan | Karnataka PU Board | 93.5 |
| 10th | KendriyaVidyalaya, Hassan | CBSE | 92.6 |

**Work experience**

* Organization: Infosys Limited
* Designation: Systems Engineer
* Duration: September 2010 – November 2012

**Job Profile**

* Key Resource in Presales, Customization and Support Team of NAGE (National Australia Group of Europe) for their Corporate E-banking Application.
* Universal Banking Solution- FINACLE– a product of Infosys was customized according to the client requirements and needs. Customer expectations were analyzed and the changes were made.
* Boundary spanner in analyzing the needs, approving and finalizing the requirements between the client and the team handling the project at Infosys.
* Handled major customizations like security, auditing and separation of local and international payments to suit UK banking norms and currency conversions.

**Professional Competency**

* Requirement handling
* Customer Relationship Management
* JAVA
* TOAD (Oracle)

**MBA Project details**

* Company: Bosch, Naganathapura plant, Bangalore
* Duration: April- June, 2014 (Ongoing)
* Topic: “Analyzing the market perception about Start Stop Systems in Vehicles”
* Description: The project is aimed at analyzing the degree of awareness and suggesting strategies to enhance it along with providing insights for their future business development for the Start Stop Systems in vehicles. Bosch is presently the only market player in this segment. Start Stop Systems reduce emissions and provide fuel efficiency. These are placed in few vehicles and the project aims at knowing its acceptance by the customer, further desires of the customer, perception and future scope for these systems. This will also lead to conclusion on marketing strategies to be implemented by Bosch in creating awareness among businesses in order to expand their market segment and be ahead of their future competitors.

**Extra-Curricular Achievements**

In MBA

* Ongoing assignment- ‘UG Project Management’, where the projects of UG students are being tracked and managed.
* Participated and was one of the finalists in “ENVISION - Effectiveness of Social Media in Financial Services”, conducted by ICICI Securities Limited. Innovative and out of the box Social Media Marketing strategies for their financial products were suggested.
* Conducted a customer feedback survey on behalf of National Institute of Bank Management, Pune in branches of Union Bank of India, Bangalore.
* Key part of survey project conducted for Excel Care Hospital, Bangalore regarding “Patients perception towards the facilities provided in the hospital”. Patients were surveyed and their expectations were communicated to the management with suggestions to enhance their operations.
* Coordinated the organization of “Marketing Conclave- Industry Institute Interaction”, a national level event held at PESIT, Bangalore. Eminent speakers from different industries were invited and marketing of the event was done in a fully fledged way attracting around 800 participants.
* Secured 1st place in Human Resource Management intercollegiate event held at EWIT, Bangalore.
* Secured 1st place in Gifted Student Development Program conducted by PES Institute of Technology on the topic “Corporate Social Responsibility- Indian Perspective”.
* Secured 2nd place in Group discussion intercollegiate event held at ABBS, Bangalore.
* Secured 2nd position in intra collegiate debate competition conducted on the occasion of World Water Day.
* Secured 1st place in Student Seminar Series conducted by PES Institute of Technology on the topic “Comparative analysis of primary, secondary and tertiary sectors”.
* Master of Ceremony for various events like National and International Conferences, Workshops, Seminars and Cultural Fests in PES Institute of Technology and for the Development Centre events at Infosys.

Before MBA

* Prominent member of the Infosys CSR group “MAMATA” in Hyderabad SEZ and initiator of INFY MODEL SCHOOL concept. The main motto was to help children in their education and also build up the brand image of the company.
* Secured 2nd place in elocution competition conducted by Master Control Facility (ISRO) on the occasion of World Space Week- 2008. The elocution was on strategies to make young people get involved in research studies and get them interested in space science for a better future of Indian Space Science.
* Organized ‘IMPULSE- Annual College Fest’ in Malnad College of Engineering, Hassan. It involved internal marketing of the event to attract participants for the event. Being the General Secretary of the club, communicating the benefits of the event to attract sponsors, designing of communication materials and management of on- stage activities were the core responsibilities.
* Secured 1st place in elocution competition at the VTU Youth Fest, 2006.

**Personal details:**

* Date of Birth: 20- 11- 1988
* Languages known: English, Hindi, Kannada
* Permanent address: Qtr. No. D-7,

Antharikshanagar,

MCF Housing Colony,

Hassan- 573201

**References**

1. Dr. Veena

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(Deepika K S)