

GAYATHIRI R

Salem,Tamil Nadu. Mobile : +91 9524899494 | Email : gayathirikrishna@gmail.com

Career Objective

Currently looking for suitable positions with an exciting and expanding company which will enable me to utilize my Functional and Technical skills to the utmost and ensure that my diligence in work is appreciated.

Professional Summary

- Carrying 6 years of experience in Market research, analytics and production Support and in signal processing unit for Nielsen Neuroconsumerscience domain
- Motivated, team-player with good communication skill and passion for solving business problem using data analytics.
- Track record of achieving exceptional results in production support and Maintenance.
- Documentation of solution knowledge and process monitoring techniques for re-use by Support teams Strong analytical and problem-solving abilities.
- Strong Communication, collaboration & Interpersonal skills with proficiency in grasping new technical concepts quickly and utilizing them in an effective manner
- Have ability to take independent responsibilities as well as ability to contribute as productive team member

Technical Skills

- Operating System : Windows (Advanced Level)
- Database : SQL ,(Basic Level)
- Program : C, C++, Java, Python (Intermediate Level)
- Job Scheduling Tools : Autosys (Advanced Level), Matlab
- Others : Basics Of AI,Machine Learning

Work Experience

Employee: -

Company: Nielsen India Pvt Ltd (From Jun'2014 to till Mar '2020)

Designation: Senior Executive-Neuro Engineer

Roles & Responsibilities:

- Nielsen offers groundbreaking consumer neuroscience solutions in Innovation and Marketing Effectiveness, adding measurement of the subconscious mind to Nielsen's complete understanding of the consumer. Nielsen's custom research can be applied across channels and throughout the creative process to optimize marketing touchpoints and improve brand's resonance with consumers.
- As a Senior Executive in Neuro Engineering department, I have been involving in brain wave signal analysis and have been involved in various signal/image research tools that supports EEG analysis.
- In charge of Design, Analysis and Pulling measures for the media Ads of different brands and Customers using Matlab.
- Solving and diagnosing video Ad issues based on each client's particular needs.
- Measuring eye tracking and processing EEG signals through different kind of analysis based on Customer needs.
- Resolving lab related issues and reroute the issue to various departments based on the cause.

- Optimizing the effectiveness of video and digital Advertising, Packaging, In-store elements and muchmore using leading technologies like EEG, Biometrics, Facial Coding, Eye tracking, Self report.
- Core member of Neuro-Consumer science's signal processing team which measures the efficiency of the advertisement by analysing the EEG signal of the target audience.

Company: Nielsen India Pvt Ltd (From Jan'2018 to till Oct '2018)

Designation: MDM (Mobile Device Management)Technical support

Roles & Responsibilities:

- Communicate with agents and projects based on their requirement.
- Coordinate meetings and Provide KT for new Technical support across countries and adjust plans accordingly.
- Solve errors of mobile devices used for tracking products in markets.
- Track Applications and provide support for MDM of other countries.
- Deploy new agents for MDM.

Process:

- An agent running on the device, passively collecting data and periodically uploading to the server.
- A backend application that is able to process, aggregate and show information collected from the devices

Key Analytics OF Neuro & MDM :

Emotion, Speech &Speaker Recognition	-	Predicting the specific customer interest by analyzing the emotion and speech information.
EEG –Brainwave Analysis	-	Predicting the customer purchasing interest and attention level to the stimuli (Advertisement).
Tracking Mobile utility	-	Collecting scanned details of all warehouse and markets across the world. Tracking the mobile devices , mobile utility persons ,analyzing and error solving for the tool.

ACHIEVMENTS:

- Got promoted from a role of Executive to Tech Lead.
- Have been study lead for the past three years and delivered the report (efficiency of the advertisement) for more than the 300 studies of different clients.
- Received "Simply Excellent Silver" award for the year 2017
- Received lot of appreciations from Clients for timely response and Quality of the work provided to them during health checks and major releases.
- Was a SPOC for the WIN(Women in Nielsen) and has organized all the major cultural fest and responsible volunteer for NGID every year.
- Participated contest across Inter IT concerns @ SP Infocity (Chennai)

ACADEMIC PROFILE:

1. **M.B.A - Finance**
Institution: Symbiosis International Deemed University,Pune (SCDL)
Year: 2017-2021 (Currently pursuing distance learning)

2. **B.E. - BioTechnology**
Institution: Vivekanandha College of Engineering(Affiliated to Anna University, Chennai)
Year: 2007-2011
Percentage: 90%

PERSONAL PROFILE:

Address : Salem,TamilNadu
Date of Birth : 22-06-1989
Marital Status : Married
Languages Known : Tamil, English, Sourashtra,Basics(Telugu,Hindhi)

Declaration

I do hereby declare that the particulars of information and facts stated herein above are true, correct and complete to the best of my knowledge and belief.

Date:

(GAYATHIRI R)