Shanmugam Anbazhagan

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Dear Mr./Ms.

I am submitting herewith my resume for your perusal and consideration for the post of <**Project Manager>** in your organization.

I am a resourceful Marketing professional with 14+ years of rich marketing experience spanning across **Project Management, Channel/Alliance Marketing, Digital Marketing, Content Management, Budget Management, and Vendor Management**. Currently associated with **Wipro** as **Project Manager** (Project/People Manager) placed at Dell Technologies, at Hyderabad.

As a project manager, my responsibilities include to provide end-to-end support for the development of Micro Services, Marketing Campaigns, Customer and Partner portals and Web pages for Products, e-Commerce and FCPG clients, in the process starting **from initiation, planning, executing, monitoring** and **controlling,** and **closing** the projects with stakeholders/partners and internal team and agencies. In additional to this, learn technical skills related to each projects, understand business expertise related to the company business goals, apply problem solving skills when there is a issue, and have strong leadership to own, lead and inspire all the teams.

Expert in **Project Management, Agile and Scrum methodologies**, M**arketing Strategy and Campaign Structure, Content Management, Development of Marketing Collaterals and Videos, Budget Management, Procurement, Vendor Management, and Digital Marketing**.

I am very passionate about learning, continuously upgrading my skills, creating knowledge, and sharing my knowledge and experience with colleagues.

Although the accompanying Resume illustrates my background well, I feel that a personal discussion would better demonstrate my knowledge and abilities. I look forward to an opportunity to discuss my capability and understand your requirements.

Yours Sincerely,

Shanmugam Anbazhagan

Enclosure: Resume

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IT AND MARKETING PROFESSIONAL
Project Management | Digital Marketing | Content Management | Budget Management | Vendor Management

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Introduction

An IT professional with 14+ years of total experience in which 6+ years of experience in Project Management in IT Services and Channel/Alliance Marketing, 4+ years in Content Management and Team Management, 3+ years in Budget Management and Vendor Management, and 2+ years in Digital Marketing with prestigious organizations. Presently associated with **Wipro as Project**/ (Project/People Manager) placed at Dell Technologies, at Hyderabad.

Career Vision

Targeting senior management role in Marketing including areas like Channel/Alliance marketing, marketing strategy, designing & executing marketing campaigns, project/program management, digital marketing, content management, online publishing etc. Have a strong desire to pursue a role which directly contributes to revenue growth of the organization.

Academic Credentials & Value Addition

- M.Sc., Five-year integrated course in Science, Pondicherry University, in **2002**.

Career Progression and Experience Details

S. No	Company Name	Designation	Duration
1.	Wipro Limited	Project Manager	April 2019 – Present
2.	Mindtree Limited	Consultant (Project/People Manager)	April 2018 – Feb 2019
3.	Hewlett Packard Enterprise Global e-Business Operations Pvt Ltd., Bangalore	Project Manager – SMBs	Mar 2015 to Mar 2018
		Business Analyst – Content Management	Aug 2010 to Feb 2015
		Technical Editor – Editing and Proofreading	Mar 2008 to Jul 2010
4.	Aquent Solutions (India) Pvt Ltd, Mumbai/Bangalore	Technical Editor	Feb 2006 to Feb 2008
5.	Integra Software Services Pvt Ltd., Pondicherry	Proofreader	Jan 2003 to Jan 2006

Business Skills

Project Management, Team Management, Stakeholder Management, Marketing Communications, Content Management	Advanced	7+ years of experience
Budget Management, Vendor Management, Procurement, Jira, TFS, Scrum, Agile, Confluence	Intermediate	4+ years of experience
Product/Program Management, Campaign Plans, Marketing Strategy, Social Media & Web Analytics, Lead Management, Digital Marketing	Intermediate	1 to 3+ years of experience

Lynda.com Certifications (Project & Product Management courses)

- **ITIL Foundations** (Key principles, objectives, models, and concepts behind the ITIL model of service management)
- **PRINCE2** (Tailoring PRINCE2 for projects and use of its themes for effective Project Management)
- **Product Management Foundations** (Concepts of agile or waterfall development of a product life cycle)
- **Project Management Simplified- PMI** (Defining project scope, decide how to list tasks, estimate costs and time, plan for risk, Stay on budget)
- **Project Management Foundations:** Schedule (Identifying the work that needs to be done, Adding milestones, Assigning resources, Balancing workloads, Adding buffers and baselines to the schedule, Uncovering and correcting out schedule problems)
- **Project Management Foundations:** Teams (Understanding the four key work styles, Negotiating for your team, Sharing a common objective, Making team rules, Directing the team, Solving team conflicts)
- **Project Management Foundations:** Budgets (Discover costing standards, examine capital and operating costs, Assign costs to resources, Communicate budget, Recover bloated budget, address issues)
- **Project Management Foundations:** Risk (Incorporate risk management into projects by identifying and
- categorizing risk, perform risk analysis, build and execute risk-response plan)
- **Project Management Foundations:** Change (Plan for changes, Accept or rejecting a change, understand the risks, learn from your changes)
- **Project Management Foundations:** Quality (Perform quality using Pareto analysis and Lean Six Sigma, balance quality, project workload, and customer needs, address quality issues, plan IT tests)
- **Project Management Foundations:** Integration (Plan for integration, Manage scope, cost, and risk, Map project interrelationships, Deal with multiple critical paths etc)
- **Project Management Foundations:** Procurement (buy or build product or services?, contract types, SOW, payment scheduling options, RFIs, RFQs, and RFPs, overcoming challenges)
- **Project Management Foundations:** Stakeholders (Identify and Manage Stakeholders)
- **Supply Chain Foundations** (Concepts of sourcing, procurement, conversion, and logistics management of a product)
- **E-mail marketing** (Build an email list, collect email addresses, decide on a format for emails, combine email with social media and mobile devices, evaluate email click-through data... etc)

Wipro Limited

Client: Dell Technologies---As a Project Manager: Team reporting size: 19 members (April 2019 to Present) Application/language: Pivotal Cloud Foundry / ASP.NET Core
Project Scope: To modernize existing DF and FSL applications which are currently running in Dell production ecosystem and migrate them into Dell Pivotal Cloud Foundry with cloud native principles applied.

Sprint Planning & Execution:
- Responsible for managing the scrum process with the coordination of scrum team in Agile methodology.
- Arrange daily stand-up meetings, facilitate meetings, schedule meetings, demo and decision-making processes in order to ensure quick inspection and proper use of adaptation process.
- Work closely with Product Management to create, define and maintain a product backlog according to business value or ROI
- Assess value, develop cases, and prioritize stories, epics and themes to ensure work focuses on those with maximum value that are aligned with product strategy
- Groom and prioritize backlog, elaborate on user stories and define acceptance criteria
- Provide an active role in mitigating impediments impacting successful team completion of Release/Sprint Goals
- Work with Dell product owners to make the product backlogs in good shape and make them ready for the next sprint.
- Collaborates cross functionally with Dell engineering employees and other engineering groups, voluntarily shares information, fosters teamwork and collaboration.
- Adhere to all milestones (DIT, SIT, UAT, Perf, Feature Complete, end-2-end)

Operational Excellence (measurement of the Sprint output):
- Embed the use of RAID logs as part of the day-to-day project activities.
- Create Project track and submit invoices for the milestones in DigiQ and Confluence.
- Create and present WSR and QBR on behalf of Wipro.
- Provide input to organizational business and budget planning.
- Interfaces with senior management to report on project and program milestones and to present project needs and technical knowledge.

- Keep abreast with Agile/Scrum best practices; Jira, TFS, Scrum, Agile, Confluence.
- Have good awareness of Product Lifecycle and Delivery with Experience in Product / Part Life Cycle Management
- (PLCM) tools and processes.
- Ensure the burn down chart is optimal throughout the Sprint
- Consistently size requirements to drive optimal Story points and build predictable Velocity
- Ensure to get a sign off from POs for your Sprint demo (green/yellow/red)—stay green!
- Meet release milestones
- Update and communicate weekly OPS metrics to the management
- Continually identify process improvements

Release Management & Deployment (Coordination):
- Ensure scope for the Release is communicated to all stakeholders, Program Managers, Release Management, end-2-end)
- Engage Security consultant (GSRM) & Perf team
- Plan your CRQ, Deployment, LOD
- Publish a roster to support Release where applicable
- Ensure that your Sprint deliverables are validated in Production
- Manage Audit and Compliance deliverables
- Plan DR testing

Production Incident Triage & Support:
- Respond to emergency Production incidents and triage the severity to take a due action
- Respond to emergency Production Incidents through eCRQ
- Share the RCA with L2 (App Support Team)
- Drive the delivery of the PKEs for your apps/Feature team
- Contribute Knowledge Asset: (SME)
- Become an SME for your application and contribute to the build knowledge documentation

MindTree Limited

As a Project Manager | Team reporting size: 12 members

- Be the Communications Lead for the Projects to conceptualize, develop and execute end-to-end internal communication strategies, programs and campaigns
- Identify/track Risks, Assumptions, Issues and Dependencies (RAID) on all Projects at every stage and communicate to the Stakeholders/Clients, Agencies and Internal team; Create risk dashboards.
- Deliver the project or solution as per the baseline scope, cost & schedule.
- Manages project interdependencies, critical path, milestones, and deliverables to ensure successful implementation and rollout
- Work with Architects , UX , Developers , Engineering Teams & Testers to develop and deliver solutions
- Work with teams (Onsite & Offshore) to ensure on time delivery and managing effort & schedule variance
- Performed Root Cause Analysis on the incidents/bugs/tickets, understand & analyze customer requirements Participate in, facilitate post-mortem on completed project, and phase reviews to cultivate learning.
- Reports on program level status for the program team and delivery status to Executive stakeholders
- Contribute in Domain initiatives
- Identifies scope change and leads efforts to develop, estimate, and communicate budget and schedule impacts, submit invoices for the completed Projects.
- Track, manage, and report program financials - Identify risk to project budget and work with project teams to remediate
- Maintain Readiness through different training programs & certifications.
- Responsible for all performance activities including supervision, goal setting, ongoing performance communication, employee engagement, development, review, and mentoring.
- Manage team and responsible for their development, grooming, and address issues/grievances proactively
- Conduct performance evaluations and career development discussions.
- Experience in SDLC Methodologies, Agile, SCRUM, SDLC / Waterfall
- Knowledge of MS Project Knowledge (Project Server) / Primavera / Clarity / HP PPM / Jira / MS Teams

Hewlett Packard Enterprise

As a Project Manager (On accomplishment, see my home page)

- Supporting BU in:
  - End-to-end campaigns development and optimization to improve effectiveness of digital demand generation
  - Developing digital marketing campaigns to attract, engage and convert unknown prospects to high quality leads
  - Delivering high value content to activate the core campaigns and to support the growth of digital footprint
  - Utilizing data and MGO justification to prioritize campaigns and to improve operational efficiencies
- Collateral Strategy-Drive alignment to buyers journey, advocate content best practices and use strategic planning to prioritize and execute content delivery for sales, partners and customers
- Collateral Plan of Record (POR) -Develop quarterly collateral plan and work with internal and external teams to execute plan
- Managing the projects end-to-end, which includes scheduling, tracking, ensuring timely delivery of projects, maintaining internal and external hpe.com web pages, publishing marketing collaterals on Adobe Experience Manager and Videos in YouTube and HPE Video Gallery
- Work with Campaign managers and internal Creative Services team to create websites, registration pages, Datasheets, Brochures, Whitepapers, Family product guides, Sales guide, Analyst report, Print Ad, eDM, Promo eDM, Sales Rep eDM, Static Banner, HTML5 Banner, Promo HTML5 Banner, Twitter Card, and Promo Flyer for the Campaign launch.
- Generate innovative ideas on how to drive the business from a Marketing and Communication perspective
- Maintain the SMB intranet page by adding or modifying the content already created and published in HPE.com
- Gather the content from the Marketing Campaign Managers and create quarterly newsletter in Adobe InDesign and convert it into flip-book format for the SMB internal audience
- Drive and develop internal/external-face newsletters for the Internal, Channel Partners, and Customers in Adobe Dreamweaver using HTML, as per HPE brand
- Provide Key Metrics and Last Touch Channel report for the hpe.com pages by pulling the report from Adobe Analytics (Omniture), Google Analytics.
- Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information
- Knowledge on Adobe Analytics (Omniture), Google Analytics, Google AdWords
- Forecast, manage and prioritize 3rd party and internal collateral budgets
- Provide support in generating Aprimo IDs, submit SOWs and get the POs on behalf of the SMB Team for their Marketing Campaign activities in SAP Ariba (SmartBuy)
- Coordinate with the SMB Team, Global Finance Budget Manager, and Procurement team to ensure the smooth process in budgeting and procurement
- Support the SMB team to select & manage vendors, manage vendor performance, renewal vendor services, and resolve vendor issues
- Create statement of work (SOW) for the projects for the vendors as per HPE terms and policies.
- Hire third party graphic designers, web designers, and videographers to create unique and engaging content
- Perform quality check on all projects prior to submission to client or final production

Business Analyst

- Planning knowledge enhancements and content processes that are aligned to business needs
- Optimize the templates of the newsletters for a given community or communities, and make recommendations for enhancements and process improvements
- Pull the data/content from various content management publishing tools for Product datasheet, Product family guides, based on the client requirement
- Monitor incoming requests for updating the content in existing newsletter templates and creating new content within the various tools
- Upload the approved Product and life style assets (images, videos, presentations, collaterals…etc) and update the metadata on the content management tools
- Monitor/measure content currency, usage, etc., and alert appropriate stakeholders when content management systems are not functioning as intended; Identify areas of improvement to streamline content management processes
- Proactively addresses issues and feedback received from users or stakeholders
- Act as a project manager for medium to large projects simultaneously, managing multiple resources across several communities in a fast-paced and highly challenging environment

Technical Editor

- Manage and ensure implementation of quality standards for the Web and Direct marketing communications
- Maintaining record of brand guidelines and QA review of design and copy for all Web & Collateral projects
- Ensuring thorough proofreading of all the Collaterals and Web media as per required standards
- Proofreading the content, Monitoring/Moderation of blogs, wikis and other online tools for content
- Doing QA on Web media for testing broken links for Websites etc
- Performing quality check on all projects prior to submission to client or final production.

Proofreader

- Proofread the proof word to word by referring customer supplied manuscript for STM (Scientific, Technical, and Mathematics) Books and Journals.
- Proofread company documents, presentations, and proposals for grammar spelling and usage, brand voice and tone.
- Check the styles of the proof as per instructions based on the specifications and templates received.
- Create specification documents and prepare Samples for the jobs.
- Mark errors using standardized proofreading marks, return marked proof for correction, and then check corrected proof against original copy

Personal Details

Date of Birth   :   30th July, 1979
Marital Status   :   Married
Languages Known   :   English, Tamil & Hindi
Current Address   :   13E, 1st Floor, Buzz Quarter
                              Lanco Hills Private Rd, Janmabhoomi Colony, Sai Aishwarya Layout,
                              Chitrapuri Colony, Khajaguda, Telangana 500089
Permanent Address   :   142, 3rd Cross Street, D.R. Nagar, Kosapalayam, Pondicherry—605013