NEETHA C MENON
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Professional Summary

I am a highly accomplished and dedicated IT Professional with more than 4 years of experience in Operations & Marketing. My aim is to become a successful team player with hard work, Dedication, Dynamism and Integrity and to gain as much as practical knowledge by working in an established company so as to enhance my skills and add value to the organization by maximizing Individual and Organizational Productivity. I am a result oriented Person who works well under pressure both individually and as a part of a team.

Work History

ISS (Intelligent Software Services) Middle East FZC
Dubai, UAE Jun 2016- April 2021

Operations Manager
- Responsible for all department managers and supervisors, with review/approval responsibility for all operations employees
- Presenting proposals to customers alongside members of the sales team.
- Conducted regular meetings, facilitated communications, ensured coordination, and cooperation among team members.
- Acts as Support consultant for PCOE Certification by SAP
- Manages the company's Partner Edge portal and market development funds utilizations.
- Work with senior stakeholders.
- Work with the board of directors to determine values and mission, and plan for short and long-term goals.
- Identify and address problems and opportunities for the company.
- Build alliances and partnerships with other organizations.
- Support worker communication with the management team.
- Serve as primary point of contact when there are customer issues related to SAP Partner Management.
- Assist HR with recruiting when necessary.
- Prepare and communicate regular project status reports with project stakeholders and business process owners.
- Work closely with SAP program manager and support buy-in from process owners and end users on proposed new business processes or changes to existing ones.
- Communicate requirements to relevant departments and employees to keep progress on track
- Assisted in drafting project schedules, cost estimate, and deliverables
- Support SAP program manager to identify opportunities to improve business processes in partnership with process owners and management through information systems.
- Report project status to clients and the management from time to time
- Perform staff performance evaluations and participate in project meetings and review IT products
- Working closely with the sales team on proposals and pitches for business.
- Created project documents, status reports, and monitored project progress
- Creating SAP demo cycles for presales presentations.

Digital Marketing Responsibilities

- Develop and manage digital marketing campaigns.
- Manage and maintain the organization's website.
- Write and optimize content for the website and social networking accounts such as Facebook and Twitter.
- Track and analyses website traffic flow and provide regular internal reports
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion.
- Continually working on the Search Engine Optimization of the website(s)
- Editing and posting videos, podcasts and audio content to online sites.
- Arranging webinars and webcasts.

- Writing copy for email marketing campaigns.
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing
- Plan and execute all web, digital media marketing, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Assist in the development and implementation of digital marketing strategies to optimize the online user experience, increase marketing effectiveness
- Collaborate with agencies and other vendor partners
- Execution of Social Media Campaigns and Marketing efforts.
- Creation and execution of SMS and Email based marketing campaigns.
- Continuous review and active management of website and other online assets.
- Handles all the Promotional activities.

Tools used: Google Adwords, Google analytics, SEMRUSH, Screaming frog, Mailchimp, Hootsuite, Hubspot, Smartsheet

St. Mary's College, India
July 2012- March 2016

Assistant Professor
- Since July 2012 to March 2016(Four Years) working as Assistant Professor for M.Sc CS and BCA students of St.Marys College, Calicut University.
- Taught introductory and Upper-Level courses in Programming Languages.
- Lecturing given to students for appropriate students.
- Planned, Evaluated and Revised Course content and Course Materials.
- Guide groups of graduate level student's academic projects.
- Evaluation of assignments and subject answer papers.
- Preparation of Lecture Notes.
- Supervised and evaluated students Laboratory Works.
- Monitored Students' academic Progress and referred students who were struggling to campus resources. · Demonstrated a continued commitment to undergraduate teaching through full participation in the college community.
- Developed courses in line with the curriculum requirements of the Computer Science and Applications Department.
- Prepare and deliver lectures to Diploma and graduate level students on topics such as Fundamentals and Application of Computer, Computer packages, Programming,
- and Operating System.
- Manage resources such as appointment of teachers and lab instructors, Computers and labs. · Advise students on academic and vocational curricula, and on career issues.
- Setting up Central hardware and software Infrastructure for hosting survey data.
- Monitoring Web based Application for data upload.
- Pointed students to relevant information about academic and personal support services available in the college.

Key Responsibilities Handled
- Converted data from project specifications and statements of problems and procedures and created/ modified computer programs.
- Analyzed workflow chart and diagram, applying knowledge of computer capabilities, subject matter, and symbolic logic.
- Converted detailed logical flow chart to language processable by computer.
- Entered program codes into computer system.
- ·Inputted test data into computer.
- Observed computer monitor screen to interpret program operating codes.
- Corrected program errors, using methods such as modifying program or altering sequence of program steps.
- Trained students to use program.
- Assisted COMPUTER OPERATOR to resolve problems in running computer program.

Certifications

- Fundamentals of Adwords

- Google Analytics
- SAP Support Consultant- Level 2
- SAP Support Consultant-Level 1
- Informatica Reseller Sales Training

Publications and Journals

- MANET: Characteristics,Applications,Routing Protocols, Attacks and Countermeasures in Network Layer
- Artificial Wet Neuronal Networks.

Academic Projects

- **Project Title**- MULTIPATH AODV ROUTING
  SIMULATOR Organization Name: Aiko InfoTech, Thrissur
  Environment: C#.net as front end.

- **Project Title**- Credit Society Loans and Advances
  System Organization Name: Income Tax Department,
  Govt. of India Environment: Visual Basic

Education

2011

Master Of Science: Computer Science
(*University of Calicut)*

COURSE	YEAR	BOARD/UNIVERSITY	DIVISION OF MARK
Professional Program in **Digital Marketing**	2019	Manipal University	Completed
Masters in **Computer Science**	2011	University of Calicut	85% (*2nd Rank Holder under university)*
Bachelors in **Computer Science**	2009	University of Calicut	89%
Higher Secondary(12th)	2006	State Board of secondary education	89%
Secondary School leaving(10th)	2004	State Board of Secondary Education	92%

- Student Representative in the College Council.
- Topper of the College and Second at the University level.
- Recipient of PG Indira Gandhi Scholarship.
- Was Creative head of Music Club which is a part of Fine Arts Society in School and won many appreciation awards.
- State level Winner of State School Youth festival in Group song for the year 2003.
- Winner of Intercollegiate Quiz competition on Nobel Laureates conducted by Science Forum.

Personal Details

Name: Neetha C Menon
Languages Known: English, Hindi, Tamil, and Malayalam
Visa Status: Employment Visa
Availability: 60 days (Negotiable)

Personal Information

I am ambitious looking through to challenging positions where my education and qualification can be put into better use and reference could be provided upon request.

Date: 17-05-2021