

## SHYLENDHAR GUNASEKARAN

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### Management Associate

A diligent **Management Associate** with strong experience in managing and organizing brand promotions specializing Marketing, Event management and promotions. Proven ability to create and deliver solutions tied to business growth, organizational development, content marketing and creating brand. Skilled problem identifier and Supporter comfortable managing and working for varied projects and teams in corporate environments.

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### Employment History

#### Professional Experience:

Probranding365, Bengaluru, INDIA -- February – May 2019

#### Management Associate

Hired as a full-time Management Associate following initial consulting role to manage and supervise a team, in brand promotions and event management that are organized pan India. Experience in work scheduling using MS office excel and also in content marketing. Skilled in Communication in maintaining clients. We specialize in event management, digital marketing, content marketing, and brand promotions. Few of the clients we work with **KTM, IDP, Zomato, LIC, UBER, Toyota, Royal Enfield and others.**

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### Education Qualification

#### Master of Science in Industrial Engineering and Management

Year 2019 and pursuing, Technical University of Denmark, Copenhagen, DENMARK.

#### Bachelor of Engineering in Mechanical Engineering GPA: 8.14,

Year 2014 – 2018, Vellore Institute of Technology, Tamil Nadu, INDIA.

### Technical Skills and Abilities

**Desktop OS:** Windows 7,8,10

**Tools/Applications:** Share point, MS-OFFICE, EXCEL, PowerPoint, LATEX, ANSYS, SolidWorks, MATLAB, CAD/CAM. Google Analytics, basic Photoshop.

**Abilities:** Production and Automation, Management, Marketing and Event organizing, good communication skill. Management, Task Oriented, Flexibility to change, Interest to learn more, Team player, cooperative and Ad hoc supporting.

**Multi-linguistic, Languages Known:** Fluent in English both written and spoken, Tamil, Telugu, Hindi, and Sanskrit, Basic Danish.

### Related Courses taken

**42401 Introduction to Management Science** - Probability theory and statistics, Mathematical programming, Multi-objective optimization, Inventory management, Distribution planning, Production system analysis, Production planning, Machine scheduling.

**42452 Complexity Management** - Analyse complexity in an industrial company and identify the most important causes of complexity, including the connections between complexity of products and business processes. To classify products in A, B and C categories in relation to turnover and contribution margin. Quantify possible economics/ gains of the suggested initiatives for reduction of complexity and model products for reduction. Optimise product assortment with respect to contribution margins.

**42351 Sustainability in Management** - UN sustainability goals, Role of sustainability through its corporate social responsibility. Analyse the current business model of company and design a more sustainable business model. Determine circular economy, sustainable innovations in company's strategies. Identify stake holders and supply chain actors, prioritize them and analyse their sustainability influence. Identify KPIs and create sustainability model.

#### Co-Curricular Achievements and Paper Presentation:

##### Projects:

- **Title : Study on Vapour Absorption Refrigeration System Using Heat from Engine Exhaust.**
- **Title : Study on Laser Hybrid Welding of High Thickness Metals.**

Bagged **G.D. NAIDU YOUNG SCIENTIST AWARD** during the year 2016-2017 for best research project among top 38 shortlisted. Project entitled "Study on Vapour Absorption Refrigeration System Using Heat from Engine Exhaust".

##### Industrial Internship:

- **AIR INDIA ENGINEERING SERVICES Ltd, AISEL**, Indian airlines.
- **P.CHANDRU MACHINE TOOLS**, a machine tools manufacturing company.

##### Honours and Awards

- Senior Management and Marketing Member of **TEAM JAABAZ** Baja Motor sport team.
  - Awarded **SPECIAL ACHIEVER** Certificate for participating in International SAE BAJA Event in U.S.A.
  - Ranked No: 56 among 96 participants in **International SAE BAJA** Event in U.S.A during the year 2015-2016.
  - Awarded **Organizer** position for Riviera 2018. (Ranked 5<sup>th</sup> in best cultural fest in India.)
  - Awarded **Manager** Position for Gravitas 2017. (Technical and Business feat)
  - Awarded certificate of appreciation from **SAE International**.(Society of Automotive Engineers)
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