

JOB OBJECTIVE

Aspiring for a challenging role in a prestigious organization that would provide avenues for professional growth. A role that would help me to utilize the knowledge gained, zeal to excel amalgamated with proven communication skills. Seeking a senior level assignment in Project Management / Product Management / Consulting /R&D

PROFILE SUMMARY

- A competent professional with over 10+ years of experience in:

Product Management
Delivery Management
Software Deployment

Business Analysis
Change/Operations Management
Onsite Support & Training

Vendor Management
Consulting
Quality Assurance & Control

- Demonstrated excellence in managing overall product life cycle with application of software & hardware from inception, planning, estimation, testing, delivery, support scheduling and execution within given parameters
- Adept in analyzing information system needs and evaluating end user requirements, custom designing solutions and troubleshooting for complex IT system management
- Implementation, Migration and Integration of application expert
- Skilled in handling R & D, onsite support and Implementation
- Deft in conducting analysis to assess business issues, gaining solutions insight on results and implementing effective mechanisms to mitigate the business risks
- Team player with strong analytical, communication and organizational skills
- Exploring products capabilities in the field of AI and automation
- Experience in mapping business requirements, designing customized solutions with ability to analyze business practices
- Deft in managing business process analysis & design, process optimization, revenue maximization from various technological solutions with analytics
- Skilled in developing project baselines while monitoring & controlling projects with respect to cost, resource deployment, time over-runs and quality compliance to ensure satisfactory execution of projects
- An effective communicator & negotiator with strong analytical, problem solving and organizational abilities

IT SKILLS

RDBMS and Database Management: MS-SQL Server 2016
MS Visio, MS Project, JIRA & Confluence

ORGANISATIONAL EXPERIENCE

Since Apr 19-Present

LTI, Chennai

As Senior Specialist Consultant -Media Products and Consulting

- Programming and scheduling application re-imagining for a client in US
- Consulting related projects and working on RFP
- Analytics products in space of Ad-sales
- Product partnership with leading media niche player
- Managing the media consulting team for various products

Since Jan 17-Mar-19

Shemaroo Entertainment, Mumbai

As Senior Project Manager-Heading Applications (Products)

- Handling critical applications like Digital Asset management
- OTT (Shemaroo ME) end to end implementation.
- Gathered data for software requirement in Broadcasting System Revamp with cloud play out solution
- Implementing a new FMS system for the facility/Resource and Issue Management
- Implementing from Scratch greenfield Rights management system.

Since June16-Dec 16

ZEE Entertainment, Mumbai

As Senior Manager-Products

- Handling critical applications like Digital Asset management
- Gathered data for software requirement in Broadcasting System Revamp
- Implementing a new FMS system for the facility/Resource and Issue Management
- Operation Planning

Since Aug15-May16

Sony Pictures Network India, Mumbai

As Asst Manager

- Handling critical applications like Broadcast management, Rights Management, Digital Asset Management system, optimizers (PROMO/SPOTS/Movies/Sports)
- Managing Vendors on Development cycle of projects
- Gathered data for software requirement study and ensured timely delivery of client's requirements
- Designing processes which define application SLA
- Providing Green field ideas for Enterprise Mobility initiative
- Preparing project management templates such as BRD, FSD, TSD and UAT sign off for Business Application team for better project management.
- Effective coordination with International team (UK/US/SG) for project execution.

Since Mar'14 –July 15

Walt Disney India Company, Mumbai

As IT Consultant

- Handling critical applications like Broadcast management, revenue optimizer and Digital Asset Management systems
- Ensuring quality of software delivered to users
- Gathered data for software requirement study and ensured timely delivery of client's requirements
- Preparing project management templates such as BRD, FSD, TSD and UAT sign off for Business Application team for better project management.
- Effective coordination with International team for project execution.
- Conducting user training session for the new system while ensuring that it meets the user expectation

Since Dec'10-Feb'14

VBizAp Soft Solutions Pvt. Ltd., Chennai

As Application support

- Handling a team of developers to provide prompt onsite or remote support for resolving issues raised by clients
- Tracking change management for various clients and presenting them web & onsite demos regarding new application
- Training end users on application and gathering software requirements for new set up
- Ensuring quality of software delivered to clients
- Involved in training of new recruits on software & domains features

Projects/Products in LTI

Period: **Jan-17 –Mar 19**

- Programming and scheduling for Linear and Non-linear
- Analytics product
- Rights Management system
- Digital transformation products

Projects/Products in Shemaroo Entertainment

Period: **Jan-17 –Mar 19**

- Digital Asset management system
- Facility Management system
- Rights Management system
- OTT Application (Shemaroo ME)
- Cloud Playout

Projects/ Products in ZEE Entertainment

Period: **June-16 –Dec16**

- Digital Asset management system
- Facility Management system
- FPC Optimizer
- Digitalization

Projects/ Products in Sony Picture Networks

Period: **Aug-15 –May16**

- Broadview (Broadcasting applications)
- Asset management system (Xytech)
- RCS song scheduler
- FPC Optimizer
- Rights Management System)
- Sports Planner

Projects/ Products in Walt Disney

Period: **Mar-14 –July 15**

- Broadcast Management system
- Digital Asset management system
- RCS song scheduler
- Revenue/Deal Optimizer
- RO-Automation/Ro-Import & E-Billing with SAP Integration
- Amortization

Projects/ Products in VBizAp

Title: Broadcast Management system/Movie Distribution

Period: **Dec10 –Feb 14**

Clients: Leading broadcasters across Asia pacific, Pan India and MENA regions

Functional Skills Set

- Strong analytical and documentation skills
- Problem solving and communication skills
- Strong client interaction skills
- Providing technical guidance from inception to launch of any product

EDUCATION

- **2014-2015 Master's in business administration (Media & entertainment) Bharathidasan University**
- **Prince2 certified Project Management**
- **2010 Master's degree in computer science and Technology in SRM (Madras University).**
- 2011 Post Diploma in Nano Technology in NSTC Delhi.
- Completed Genius course in SRM InfoTech

PERSONAL DETAILS

Date of birth	: 4 th March 1988
Sex	: Male
Father's name	: Chitharanjan R
Languages known	: Tamil, English and Sourashtra
Address	: Plot No 1 Murugan nagar 4 th St Extn Kolathur, Chennai-600099

Declaration:

I declare that the above details are true to the best of my knowledge.