



# ANOOP TS

## Certifications



## PERSONAL

Name	Anoop TS
Birthday	30th Sept
Relationship	Single
Nationality	Indian
Born	Kerala, India
Languages	English, Malayalam, Hindi

## CONTACT

Mobile	
Home	
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Skype	mediaanoop
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## WORK

Experience	6+ years
Currently	Ph. D Research Scholar

## EDUCATION

Master	M.B.A, M.Phil (Marketing)
Degree	B.Sc (Physics)

## SOFTWARE

Adobe Creative Cloud Apps	
Microsoft Office Suite	
SPSS Statistics V.27	
Tableau V. 2018.2	
Google Adwords & Analytics	

## ONLINE PROFILE



## TIMELINE

- 2020** ● **Ph. D. Research Scholar Marketing Management**  
Indian Institute of Technology (IIT R)  
Roorkee, Uttarakhand, India
- 2019** ● **Research Associate ICSSR - IMPRESS Project**  
Birla Institute of Technology and Science  
Pilani, Rajasthan, India
- 2015** ● **Teaching Associate PG Diploma in Business Analytics**  
Indian Institute of Management (IIM C)  
Kolkata, West Bengal, India
- 2017** ● **M. Phil Research Scholar Marketing Management**  
Periyar University,  
Salem, Tamilnadu, India
- 2015** ● **Co Founder, Digital Marketing Strategist**  
PowerDigit Soft. Labs,  
Kanjirappally, Kerala, India
- 2015** ● **Master of Business Administration (Marketing & Human Resource)**  
Acharya Bangalore B- School,  
Bengaluru, Karnataka, India
- 2014** ● **Research Intern**  
Bharat Heavy Electricals Ltd.  
Bengaluru, Karnataka,  
India
- 2013** ● **Bachelor of Science (Physics)**  
St. Thomas College, Ranny, Kerala,  
India
- 2010** ● **PUC ( Computer Science)**  
SNDP HSS, Venkunjini, Kerala,  
India

## ABOUT ME

[www.anooptts.com](http://www.anooptts.com)

Exceptionally focused and innovative Digital Marketer and Researcher with a stellar customer service and revenue generation record. Adept at explaining complicated advertising concepts and can effortlessly provide business consultation in a clear and accessible manner to colleagues, scholars and clients. Effective multitasker who can bring multiple Marketing & Branding Projects to completion with complete cost-effectiveness and accuracy. I particularly enjoy collaborating with scholars from different disciplines to develop new skills and solve new challenges.

## VOLUNTEER

 **Volunteer secretary**  
National Service Scheme  
2008 - 2013

 **Volunteer secretary**  
DTPC- Pathanamthitta  
2008-2010

 **Public Relation Officer**  
ABBS- Toastmasters Club  
2013 - 2014

## REFERENCES

**Prof. Zillur Rahman**  
**Professor, DOMS, IIT Roorkee**  
Roorkee UK, India

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E [zillur.rahman@ms.iitr.ac.in](mailto:zillur.rahman@ms.iitr.ac.in)

**Prof. Indranil Bose**  
**Professor & Chairperson of CRC, IIM Calcutta**  
Kolkata WB, India

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**Prof. Nirankush Dutta**  
**Assistant Professor, BITS Pilani**  
Pilani RJ, India

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## EDUCATION

Sl.No.	Course	Year of Passing	University / Board
1	SSLC	2008	KERALA STATE BOARD
2	HIGHER SECONDARY	2010	KERALA STATE HIGHER SECONDARY BOARD
3	B.Sc. PHYSICS	2013	MG UNIVERSITY, KOTTAYAM, KERALA
4	M.B.A (MARKETING & HR)	2015	BANGALORE UNIVERSITY, BENGALURU, KARNATAKA
5	M.Phil (MARKETING MANAGEMENT)	2018	PERIYAR UNIVERSITY, SALEM, TAMILNADU
6	Ph. D. (MARKETING MANAGEMENT)	PURSUIING	INDIAN INSTITUTE OF TECHNOLOGY ROORKEE, UTTARAKHAND

### Seminars/Conference/Workshop Participated:

- Anti-Plagiarism Software for Research Scholars - Workshop
- Exploring research on selecting the quantitative tools-Workshop
- Idea to Opportunity- Introduction to Entrepreneurship
- Project Management Concept for the Student Community by PMI Chapter Bangalore
- Cross Cultural Management International Seminar
- Data Analysis Using SPSS – Workshop
- UDAAN-Management fest IT Marketing Event
- Diomedes AGI Group Marketing event
- New Trends in Digital Marketing – Workshop
- Christ University Marketing Management Event
- 21 Day residential training Programme- ASAP Kerala Government
- MG University National Service Scheme Volunteer Leaders Training Camp
- State Level National Service Scheme Residential Camp
- District Tourism Promotion Council District Level Camp

## ACHIEVEMENTS AND PROJECTS

### Awards & Achievements

Academic	<ul style="list-style-type: none"> <li>• Runner up of "TECH MAKER" it event conducted by AGI in 2013</li> <li>• Best NSS volunteer KERALA state award in 2010</li> <li>• Best Web Designer and Social Media Promoter in Digital Marketing Workshop Conducted by ABBS in 2014</li> </ul>
Extra-Curricular	<ul style="list-style-type: none"> <li>• Kerala School Kalolsavam Chedamelam A grade winner</li> <li>• Editor and director of Documentary named "Ente Amma".</li> <li>• District Tourism Promotion Council, Kerala Member in 2009</li> <li>• ASAP Skill Development Executive</li> <li>• College NSS Volunteer Secretary</li> </ul>

### UG Project

Title:	Automatic Dim and Bright System
Description:	It is a machine called Automatic DIM and BRIGHT System, it was the solution for the high beam light issue at night time driving.

### PG Internship

Title	Organizational Study at BHEL EDN
Company:	Bharat Heavy Electricals Limited EDN
Location:	Mysuru Road, Bengaluru, Karnataka IN

### PG Research Internship

Title	An analysis of consumer behavior towards online advertisements of Madura Fashions and Lifestyle
Company:	Aditya Birla Madura Fashions and Lifestyle
Location:	Bengaluru, Karnataka IN

### M.Phil. Research

Title	A study on the influence of digital advertisements in the purchase decision making of people in Bengaluru.
Location:	Bengaluru City, Karnataka IN

## CASE STUDIES & WORKING PAPERS

Sl. No.	Title	Year/ Ex.	Type	Publisher	Status
1	Software Simulation Game for Managers	JAN 2019	Case Study	IIM Calcutta Case Research Center	Working
2	SIMILANIS, AR and VR Products Innovation Company	NOV 2018	Case Study	IIM Calcutta Case Research Center	Submitted
3	Android vs iOS: Digital Well Being future and the Marketing Concerns	OCT 2018	Article	Shanlax International Journal of Management	Submitted
4	A Study on the influence of Digital Advertisements in the Purchase decision making of People In Bengaluru.	APR 2018	Research Paper	Shanlax International Journal of Management ISSN: 2321-4643 Vol.5 No.4 UGC Approval No. 44278	Published

## EXPERTISE



### Adobe Creative Cloud Apps

Highly trained in Photoshop editing, image manipulation, and image restoration. Able to formulate a concept and render illustrations in detail from sketches, memory, and imagination. Very skilled in web page design, graphic design layouts and combining various media to explain and adorn printed or spoken words.

Years of experience: 7 years



### Statistical Package for the Social Sciences

SPSS Modeler is a data mining and text analytics software application from IBM. I am able to perform various statistical analysis, which is essential to analyse and interpret a research study through SPSS.

Years of experience: 1 year



### Tableau 2018.2

Demonstrated ability to work with large quantities of statistical data and convert it into understandable results. Exceptional reporting skills with a view to chart down information to emit effectiveness of an event or project. Excellent fact finding skills along with a great ability to focus on analytic components of projects. Handled various students projects in Tableau.

Years of experience: 6 Months



### Google Adwords & Analytics

Managing multiple client digital advertising accounts including the planning, launching and optimization of each account across paid search, social and display channels, interacting directly with clients, managing the relationship and client expectations, monitoring progress of ongoing campaigns, compiling data and producing client reports.

Years of experience: 2 Years



### Microsoft Office

Expertise in Using Microsoft Tools namely Word, Excel, PowerPoint, Outlook. Already made more than 50 PowerPoint presentations with vivid animation on various topic related to client and personal requirement and Won various awards for that. MS Office skills, such as using Mail Merge in Word to personalize business letters for an entire mailing list or creating posters and other graphics-heavy documents in Publisher.

Years of experience: 7 Years



### Facebook Advertisements

Developed initial social media plans for SMEs. Build social media calendar, posts, advertising and promotions across social media platforms and blogs. With extensive knowledge of social media advertising to create ad budget and placements. Quickly build engagement via promotions.

Years of experience: 2 Years

## DOWNLOAD