



# Pallavi Prasad



## Career History

**MedicsPro**  
Aug 2011 - Now

**Big Little Discount / Essex Distributions**  
Sept 2010 - Aug 2011

**Married**  
**Moved to UK**  
Nov 2011

**Triumph India Software Services**  
Apr 2008 - Sept 2009

**Ripro Color Solutions**  
Jun 2007 - Feb 2008

**Heidelberg Student Sponsorship Programme**  
July 2007

**Graduated Bachelors in Printing Technology**  
2004 - 2007

Like

Message ▾



Little Secrets from Pallavi



pprasadv



pallavi prasadgv



Pallavi Prasad



pallavi prasadgv

**Marketing Executive at MedicsPro**  
Studied Bachelor's in Printing Technology  
Lives in Wickford, Essex  
07553 150 536  
pallaviprasad.webs.com  
pprasad@hotmail.co.uk

About

## Highlights ▾

**Professional Summary**  
Working since June 2007

### More than 5 years of total work experience

- More than 2.5 years as an Online Marketing Executive
- 8 Months as a Graphic Designer and Color Management Executive
- 1.5 Years in Technical writing

Like - Comment - Share

240 people like this.

Write a comment...

**MedicsPro**  
Working since August 2011

SEO	PPC	Social Media	Newsletters
Blogging	Linkbuilding	Videos	
Live Chat Support	Surveys		
Event Management	Reports		
Print Merchandise and Inventory Control			
Corporate Graphic Designing			
Marketing Head for 4 Websites			

Like - Comment - Share

55

169 people like this.

View all 15 comments



**Joshua Prince** Director of Operations at MedicsPro  
July 05 at 1:26pm 90 Likes

Pallavi is a pleasure to work with. She has great knowledge of online marketing and social media and has brought all the companies within the group up to date in terms of making the most of the people now use the web. I hope that we can continue to work together for a long time.

Write a comment...



**Married and Moved to UK**  
November 2009 986 likes

**Triumph India Software Services**  
April 2008 - Septemeber 2009

### Technical Writing Experience

- Creating Online Help Files, Hardware Manuals, Installation Manuals and User Manuals
- Creating Graphics - Logos, Layouts, Geometric Illustrations and Flow Charts

Like - Comment - Share

96 people like this.

Write a comment...

### Clients

- Motorola India, Home & Networks Mobility
- Mindtree Consulting Ltd.
- OATSystems Software India Pvt. Ltd.

### Environment

- Abobe - Illustrator, Robohelp, FrameMaker
- Epic Editor
- SnagIt

Highlights ▾

Career History

**MedicsPro**  
Aug 2011 - Now**Big Little Discount /  
Essex Distributions**  
Sept 2010 - Aug 2011 **Married**  
**Moved to UK**  
Nov 2011**Triumph India  
Software Services**  
Apr 2008 - Sept 2009**Ripro Color  
Solutions**  
Jun 2007 - Feb 2008**Heidelberg Student  
Sponsorship  
Programme**  
July 2007**Graduated**  
Bachelors in  
Printing Technology  
2004 - 2007**Ripro Color Solutions**  
June 2007 - February 2008**Graphic Designer / Color Management  
Executive**

- Designing customized collages, brochures, catalogues, test charts, hand-outs and layouts for newspaper
- Implementing color correction and color matching methodologies for graphics
- Calibrating the monitor and the printer
- Creating profiles for various media based on the type of printer
- Managing input and output profiles across various platforms
- Providing onsite training on creating and maintaining colour profiles

**Clients**

Times of India, Prajavani, Deccan herald, Color Dot and The Hindu

Like - Comment - Share

158 people like this.

Write a comment...

**Bachelor of Engineering**  
2004 - 2007**Engineering in Printing Technology****BMS College of Engineering****Project - Colorimetric and Visual Evaluation of  
Profile Generation Software**

- Studying color management platforms
- Comparing visually and calorimetrically, various color management softwares from Gretagmacbeth and ONYX
- Solving artifacts in ONYX - paper color goes deep, unwanted banding and contrast in the highlight region
- Proving calorimetrically the artifacts by correcting the color curves and hue values
- Creating monitor profiles and printer profiles for various substrates and managing colors between the same

Like - Comment - Share

129 people like this.

Write a comment...

55

**Heidelberg Print Media Academy - Germany**  
**My project won II Place in the National Level**

July 2007

**10 Day Training Programme at Heidelberg, Germany**

I was one among ten students from across India selected for **Heidelberg Student sponsorship Programme** held at Heidelberg Print media academy, Heidelberg, Germany.

**Project:** Designing packages for a product that is the speciality of India and Powerpoint presentation for the same.

**Tasks:**

- Designing a package for the product
- Preparing a model and checking for its tight fit
- Designing graphics for the package using the softwares - Adobe Photoshop, Adobe Illustrator, Adobe PageMaker and CorelDraw
- 4-color printing by the offset process
- Dye-cutting and Laminating the Package
- Presenting the final project

**Professional Achievements**

2007 - 2013

**MedicsPro**

I have been multi-tasking efficiently at MedicsPro, managing Social Media, SEO, PPC, Website, Newsletters, Surveys, Live Chat Support, Designing banners and brochures. I am currently in charge of maintenance of 4 websites.

Recently I have also been the **Health and Safety officer**, **Fire Marshal** and **First aider** to my department. As my roles are growing, so is my enthusiasm to learn and contribute.

**Essex Distributions / Big Little Discount**

I Have displayed an outstanding performance in creating and maintaining social media, an achievement in itself by getting more than 500 twitter followers in a day! The result is the incoming enquiries and booming sales.

I was also the Team lead in designing website and organizing workflows for online vouchers.

**Posters, Hoarding and Cover Pages**

I have designed posters, Hoardings and cover pages for Ex-Education minister H.Vishwanath.

I hereby declare that the information furnished above is true and to the best of my knowledge.