Name: Srihari S

Area: Marketing

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Educational Qualification

• MBA from IIM Indore – (2021-2023)

• B.Tech from PES University- (2017-2021)

Work Experience (2 Yrs)

• Worked at "IBM" as a Digital Technical Specialist from 2023-2025

Internships:

• Marketing Research at "Cocoguru" for 2 months

Papers:

• " Sentiment Analysis on Tweets Using Emojis to Help the Distressed"

Summary:

I'm a marketing professional with a strong background in both business and technology, having completed my MBA from IIM Indore and B.Tech from PES University. I bring 2 years of experience at IBM as a Digital Technical Specialist, where I worked at the intersection of enterprise technology and client-facing solutions.

My interest lies in combining data, consumer behavior, and digital strategy to drive impactful marketing outcomes. I've also co-authored a paper titled "Sentiment Analysis on Tweets Using Emojis to Help the Distressed," which reflects my passion for applying analytics to real-world communication and engagement challenges.

With experience across tech and marketing, I aim to build strategies that are customer-focused, insight-driven, and aligned with business goals.