

Curriculum Vitae

Name: HARI PRASAD

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Professional Summary:

1. Motivated and versatile political enthusiast with a Masters degree in Applied Politics.
2. Creative and dynamic Enterprise Integration Architect with 10 years of experience in Information Technology.
3. Quest to comprehend the way the world of politics works by analyzing underlying political events and conditions.
4. Strives to make world of difference to the community via good and smart politics by becoming a well-rounded political consultant.

Education

Degree Awarded: Masters in Applied Politics

Institution: Ray C. Bliss Institute of Politics, University of Akron, OH

Dates Attended: August 2012 – December 2013

Degree Awarded: Bachelor of Technology – Metallurgical Engineering

Institution: National Institute of Technology, Warangal,

Andhra Pradesh, India - 506004

Dates Attended: January 2001 to May 2004

Computer Skills:

SPSS, R, Microsoft Access, MS word, MS excel, MS Power Point, Oracle, MS SQL, Java, J2EE, JCAPS, SeeBeyond eBI, UML, SQL, PL/SQL, Perl and Java Script.

Work Experience

1. Messaging Consultant

All India Congress Committee - Department of Communications

April 2015 - Till Date

The All India Congress Committee (AICC) is the central decision-making assembly of the Indian National Congress (INC) party. The AICC communication department articulates the party stand on day-to-day issues in a manner that is perceived positively by the public while promoting the party Ideology. It, also, consolidates the issue specific communication from State-level Pradesh Congress Committees (PCC) and ensures that all the PCCs are in sync with the message and are effectively communicating and defending the party stand.

Responsibilities:

1. Design a nation-wide coordinated perception management campaign while incorporating state level communication teams
2. Propose new frames of context for message communication targeting the core values and motives.
3. Building messages based on moral foundations and ethical values to evoke right emotional responses.
4. Build a real time information processing and message building system.
5. Set up a "Research & Analysis HUB" to continuously collect, monitor, analyze, summarize the facts and politically relevant information from social media, opinion makers, opposition argumentsRan a micro-targeting campaign.
6. create multiple arguments based on moral foundations and moral values of the public to put in appropriate frames.
7. Meticulously deliver the same message via print media, electronic media, social media and public meetings.
8. Ensure a seamless delivery of the message synchronously by all 29 PCCs.

2. Election Strategist

KVR For Chevella MP - 2014 Indian General Election

Aug 2013 - May 2014

Chevella is one of the 17 parliamentary constituencies that represent South Indian state of Telangana in Indian Parliament. It is the 4th largest constituency in the country with over 2,100,000 voters that are spread across 7 Legislative Assembly Segments. The key contribution was to design and conduct "Randomized Psychographic and Attitude Research" of households. RPAR is a face-to-face qualitative research in quantitative numbers conducted at the door-steps of respondents while psychologically simulating typical campaign ambience in which a voter casts vote. RPAR dissected voter preferences by analyzing their personalities, values, attitudes, interests, and lifestyles and produced a competitive offering, which helped campaign win the race.

Responsibilities:

1. Conducted "Randomized Psychographic and Attitude Research"
2. Designed, Deployed, and Analyzed Polls.
3. Campaign Message Development and Management.
4. Built quality voter file for targeting.
5. Designed and Deployed Tele-Campaigning.
6. Developed and Maintained a Process based Grassroots Network
7. Ran a micro-targeting campaign.
8. Devised data-driven and psychology based strategies.
9. Designed and ran Email and Social Media based campaign.
10. Produced ads for TV, Radio and Print Media.

3. Research Intern

Global Strategy Group, NYC

June 2014 to July 2014

As an Intern, I have worked in areas like Survey sampling, Sample weighting, Voter file analysis, Focus Group, Election Data Analysis, Grassroots Campaign and Opposition Research.

4. Campaign Consultant

Akron City Council Democratic Primary
January 2013 to April 2013

Responsibilities:

1. Built a campaign plan that divides responsibilities, integrates work, and presents step-by-step weekly blueprint of the election campaign.
2. Segment analysis of the ward to identify high yield areas.
3. Helped raise funds for the campaign.
4. Built and executed strategic communication plan using social media, web site, phone banking, group meetings and direct mail.
5. Design communication material that includes pamphlets, brochures, letters, flyers, and yard signs.

5. Board of Trustee

Telangana Development Forum – USA Inc.
Jan 2009 to June 2014

Telangana Development forum is a non-profit and non-partisan organization by the people of Telangana origin and its goal is “cultural and social uplift of Telangana region of India”. The organization’s primary focus is on resource development & economic wellbeing of Telangana and developing leadership across all segments. TDF chapters are spread all over United States and in countries like United Kingdom, Canada, Singapore, Australia and India.

Responsibilities:

1. Raise funds for community service projects
2. Research social and economic problems and work with Central Govt. of India and State Govt. of Andhra Pradesh to suggest and implement the solutions
3. Plan and execute programs on “Responsible Voting” during general and local body elections
4. Facilitate a medium for Non Resident Indians to reach to legislative members by organizing US wide tours for MPs and MLAs
5. Organize national wide leadership conferences in the USA and India to discuss the issues and policies need to address them.
6. Representing TDF to voice its views on public policies and political developments in the discussions organized by the media.
7. Coordinate TDF- US chapters and Committees on the various projects they take up.
8. Act as a bridge between TDF-USA and TDF-Worldwide members on monthly project targets and their progress.
9. Manage and publicize TDF activities on the web via TDF’s official website and social networking sites.

6. Data Architect

HealthCare Inc, Springfield- IL
June 2009 to Present

MedPlus leads the industry in developing and distributing strategic healthcare technology solutions to foster better and more connected patient care while improving business performance for healthcare institutions, physicians and communities.

Responsibilities:

1. Design, develop and maintain integration interfaces using EAI tools such as JCAPS and Ensemble.
2. Responsible for Install, deployment, administration, security and management of JCAPS or Ensemble servers
3. Evaluate, recommend, and manage deployment of JCAPS ESRs
4. Recommend architectural strategy and direction for EAI components.
5. Migrate JCAPS interfaces from one version to another
6. Train other teams to use JCAPS Deployments and JCAPS Enterprise Manager
7. Work with the team as appropriate to define and roll out platform-level support model, development processes (e.g. design reviews, code reviews), best practices, re-use strategy, operational dashboards, and change control processes.
8. Provide architectural guidance in designing integration interfaces.
9. Assist production support team in managing Integration environments
10. Optimize current integration environment monitoring.
11. Assist in Integration interface deployments
12. Develop Architecture Transition Plan & Service Oriented Modeling and Design
13. Create and maintain documentation detailing EAI platform-level activities
14. Work with Developers and stake holders to ensure that the integration applications are operating as needed.
15. Develop solutions to optimize performance, reliability and stability
16. Maintain Production and Stage Integration environments

7. Senior Software Engineer

reCache Inc, Rochester Hills MI
February 2007 to May 2009

reCache, Inc., is a leading international and e-business integrator that provides IT services for Internet strategy and development. reCache offers complete life cycle system integration on a project or strategic staffing basis in custom and ERP package environments across all technology platforms, operation systems, and infrastructures.

Responsibilities:

1. Designing and developing Enterprise Applications using Java and Java 2 Enterprise Edition technologies;
2. Working with software applications in all phases of Software Development Life Cycle;
3. Documenting application requirements, designs, test plans and deployment plans;
4. Writing queries and procedures in SQL and PL/SQL;
5. Running, configuring and managing Java Web and Application servers;
6. Developing software applications that run on Operating Systems including Windows and Linux/Solaris;
7. Performing EAI project design, implementation and documentation; and developing integration interfaces using EAI best practices;
8. Developing hands on experience in efficient use of JCAPS, Integrated Composite Application Networks Suite and Seebeyond eBI architecture with respect to installation, configuration, deployment and system administration; and
9. Managing high availability and critical Integration environments and troubleshooting production issues.

8. Senior Software Engineer

Value Labs, Hyderabad, India
June 2004 to December 2006

Value Labs, a leading international, E-Business, E-Learning, Healthcare IS and Telecom service provider which includes IT services for Internet strategy and development and delivers of dual-shore services in the areas of Offshore Software Product Development, QA / testing and KPO. Value Labs offers platform technologies (.NET and Java), web services, mobile technologies, communication protocols, embedded systems and legacy programming languages and EAI.

Responsibilities:

1. Designing and developing Enterprise Applications using Java and Java 2 Enterprise Edition technologies
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3. Documenting application requirements, designs, test plans and deployment plans.
4. Writing queries and procedures in SQL and PL/SQL.
5. Running, configuring and managing Java Web and Application servers.
6. Developing software applications that run on Operating Systems like Windows and Linux/Solaris
7. Performing bug analyzing, debugging, and Troubleshooting.
8. Handling Integration issues and providing solutions design, development, and Implementation.