

SHASHANK KUMAR GIRI

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A forward-thinking professional with a bachelor's degree in physics, I excel as a Project Lead, currently managing diverse E-commerce initiatives for Kellanova (Formerly Kellogg's) across India, UAE, Australia & Bangladesh. My dynamic expertise in Consulting & Ecommerce Advertising has driven substantial brand growth for globally recognized entities, including Kellogg's, Bagrry's, General Mills, and Minelab. Proficient in strategic operations management, impactful digital strategy implementation, and maximizing marketing ROI. Demonstrating adeptness in crafting effective pricing and channel management strategies, I achieve impactful results through thorough product analysis and a deep understanding of customer insights.

EDUCATION

EXAMINATION	YEAR	UNIVERSITY	PERCENTAGE/ CGPA
B.Sc. (Hons.) Physics	2018-21	Kirori Mal College, University of Delhi	CGPA: Major 9.01, Cumulative 8.29
CBSE (Class XII - Science)	2017-18	K.V No.1 Kota, Rajasthan	87.6% (90.66% in PCM)
CBSE (Class X)	2015-16	K.V.No.1 Kota, Rajasthan	9.6 CGPA

KEY SKILLS

- Proficient in Excel & MS Office
- E-Commerce Ads - PPC & SEO
- BI Tools – Tableau & Power BI
- Analytical & Interpersonal skills
- Project Management – JIRA & ClickUp
- Data Interpretation & Logical Reasoning
- Product & Business Analysis
- Stakeholder Management
- Structured Problem-Solving skills
- Critical thinking & Attention to Detail
- Creativity & Leadership skills
- Excellent Communication skills

PROFESSIONAL WORK EXPERIENCE

SENIOR BUSINESS ANALYST (E-COMMERCE) | NUVORETAIL ENLYTICAL TECHNOLOGIES | NEW DELHI, INDIA (Dec'22 – Present)

- Managing & leading brands including – Life Health Foods India and Kellanova (formerly Kellogg's) project in growing the business acumen on 30+ Ecommerce & Modern Trade platforms across India, UAE, Qatar, Kuwait, Singapore, Australia & Bangladesh.
- Leveraged SQL queries to construct frameworks & performed intricate Excel calculations to create dashboards focused on SKU availability & daily revenue across various locations and marketplaces. This strategic approach, incorporating nuanced weight considerations, resulted in a highly refined & dynamic presentation of data, contributing to a notable 12% improvement in Fill Rate & a 4% increase in MoM revenue.
- Transformed Kellogg's UAE's performance on Amazon.ae, achieving a remarkable 250% ROI increase within just six months of onboarding, while successfully reducing advertising expenditures by an impressive 30%.
- Implemented new-to-brand, cross sell & upsell ads strategies that resulted in monthly budget savings of INR 2 million for Kellogg's India, achieving a remarkable 78% sales growth on Flipkart while reducing advertising expenditure by 14%.
- Collaborated with Kellogg's India to drive supply chain optimization on 18+ major e-commerce & modern trade platforms, implementing a comprehensive Supply Chain Management model and Reporting that significantly boosted Fill Rate from 85% to nearly 95%.
- Established dynamic reporting structures spanning 20+ global brands in FMCG, Healthcare, Travel & Tourism and Construction sectors. Delivered comprehensive insights on a daily, monthly & quarterly level, empowering informed decision-making and strategic optimization.

ASSOCIATE MANAGER – BUSINESS ANALYST | TBO.COM | GURUGRAM, INDIA (Sept'22 – Dec'22)

- Collaborated closely with the esteemed President of TBO Holidays to devise a comprehensive and holistic strategy for agent onboarding and retention, resulting in a seamless experience that fostered long-term partnerships, client loyalty, and churn rates.
- Spearheaded captivating initiative campaigns and global KAM management efforts to attract new agencies, re-engage former clients, and triumphantly retain over 1000+ bookers within a remarkable three-month timeframe.
- Worked with the Global Sales team to improve the operational efficiency, productivity, & profitability of KAMs by providing better knowledge of product & services, B2B & B2A client pitching through weekly/monthly workshops across regions of LATAM, Europe, APAC & MEA.

BUSINESS ANALYST (E-COMMERCE) | NUVORETAIL | NEW DELHI, INDIA (Nov'21 – Sept'22)

- Crafted over 20 compelling pitch decks and dynamic presentations to fuel growth initiatives. Diligently produced and analyzed daily, weekly, monthly, and quarterly performance reports, ensuring optimized e-commerce marketing ROI and driving impactful sales trends.
- Strategically reducing General Mills India's August 2022 expenditures by 19%, I drove a significant 13% sales increase over the previous three months, resulting in an impressive 25% boost in ROI through adept cost management and revenue optimization.
- Executed and devised over 200 content strategies for Kellogg's India across various e-commerce & modern trade platforms, resulting in a 25% increase in the advertising relevance of Kellogg's products within just 3 months.

MARKET RESEARCH ASSOCIATE INTERN | aNUMAK & COMPANY | BANGALORE, INDIA (Sep'21 – Nov'21)

- Worked with Indo-Apparel startup & addressed 50+ business queries focused on retail, hence saved the estimated project duration by 16.66%.
- Created over 10 structured cost/budget projections and conducted market analysis (PEST, MoSCoW) for an Indo-Western apparel startup.
- Prepared 3 Market Entry Presentations, emphasizing the enhancement of awareness for Indo-Western apparel in the Indian market.

ACHIEVEMENTS & EXTRACURRICULAR ACTIVITIES

- Participated at the national level in football for five consecutive years, placing among the top 0.001% of 30,000 students.
- Secured 3rd place at U-19 Boys National Football Tournament representing Agra Region, among 25 participating regions across India.
- Represented Agra Region – National Team as captain at National Level Football Tournament (U-19 Boys) in 2017.
- Achieved 3rd place among 200+ participants in the sketching competition organized by Kala: The Art Society of Mata Sundri College, DU.

HOBBIES AND INTERESTS: Writing Haikus, Playing Football & Volleyball, Sketching, Cooking and Trekking.

LANGUAGE: English (Full Proficiency), Hindi (Native Speaker)