

# Vishal Singh Rana

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## Operations & Marketing Specialist

***Seeking to utilize 4+ years of operations experience and MBA exposure in Marketing & Strategy to improve processes, service quality, and operational efficiency***

### PROFILE SUMMARY

- ❖ Operations professional with 4+ years of experience managing manpower operations across multiple sites and 1000+ deployed staff.
- ❖ Skilled in workforce planning, daily operations, compliance management, SLA monitoring, and service delivery for government and corporate clients.
- ❖ Experienced in creating MIS reports, operational dashboards, attendance trackers, and KPI-based performance monitoring.
- ❖ Strong ability to handle client communication, issue resolution, coordination with HR/Finance teams, and manpower deployment planning.
- ❖ Completed MBA in Marketing & Strategy, strengthening skills in operations strategy, process improvement, customer servicing, and data-backed decision-making.
- ❖ Proficient in Advanced Excel, Power BI, Google Sheets, and tools used for operational reporting and documentation. Experience in requirement gathering, data cleaning, workflow improvement, and business documentation.
- ❖ Known for strong execution, problem-solving, time management, and maintaining smooth day-to-day operations in fast-paced environments.

### CORE COMPETENCIES

- ❖ **Operations Management:** Workforce Planning • Shift Scheduling • Site Operations • SLA Tracking • Process Improvement • Resource Allocation • Workforce Compliance • Vendor & Client Coordination • Issue & Escalation Handling • Quality Monitoring • SOP Implementation
- ❖ **Data & Reporting:** MIS Reporting • Excel (VLOOKUP, Pivot, Dashboarding) • Power BI • Google Sheets • KPI Tracking • Data Cleaning • Attendance & Billing Reconciliation • Monthly Ops Reports
- ❖ **Business & Client Operations:** Client Coordination • Requirement Analysis • Service Delivery • Compliance Documentation (PF/ESI/Wages) • Audit Support • Tender & Proposal Documentation • Rate Card Analysis
- ❖ **Soft Skills:** Communication • Stakeholder Management • Team Coordination • Problem Solving • Time Management • Cross-Functional Collaboration • Presentation Skills

### WORK EXPERIENCE

#### OPERATIONS & MARKETING EXECUTIVE | NIHARITY SECURITIES & FACILITIES PVT LTD. | APRIL 2019 – JUNE 2023

- ❖ Lead end-to-end **operations management**, improving service delivery, workforce allocation, compliance tracking, and process governance across multiple sites.
- ❖ Oversaw **attendance, duty rosters, shift planning, manpower allocation, and site-level coordination**.
- ❖ Coordinated PF, ESI, and wage compliance, ensuring accurate documentation and audit readiness.
- ❖ Analyze **operational, financial, and customer data** to identify bottlenecks, improve process gaps, and support data-driven decision-making.
- ❖ Worked closely with HR, payroll, and field supervisors for **onboarding, documentation, and deployment planning**.
- ❖ Support **audit processes, taxation data preparation, vendor reconciliation**, and cross-functional coordination with finance and technical teams. Monitored key performance metrics and created MIS reports for leadership review.
- ❖ Implement **quality control frameworks**, monitor SLAs, and ensure business continuity using structured reporting mechanisms.
- ❖ Assisted in **tender documentation**, government contract paperwork, and manpower costing sheets.

### EDUCATION

#### **MBA – Marketing and Strategy**

Jaipuria Institute of Management, Noida Sec 62 | 2023 – 2025

#### **B. Com**

SOL, Delhi University, Delhi | 2017 – 2020 |