# SHOBHIT KUMAR

# R-94, Railway Enclave, Pratap Vihar, Ghaziabad – 201009

# Ph# 09999-846-123

**Email:** [shobhit.telecom@gmail.com](mailto:shobhit.telecom@gmail.com)

Career Objective

To take a challenging role on business operations requiring comprehensive product [management](http://www.aroj.com/sample-Manager/Product-Manager-Resume.html) and give efficient and effective solution that would help the organization to achieve the best solution in business which would increase its productivity in market.

**Work Experience**

* **Currently Working as Assistant Manager – ARPU Products with One97 Communication from Jan,2011 – Till date**
* **Worked as Pilot Sales Executive –Channel Sales and Distribution with Vodafone South Essar Ltd. from June,2009 – Till Dec,2010**

##### Professional Summary

Experience with successfully managing all aspects of a business including Product management, client servicing, Product marketing, technical scripting, Backend Operations, MIS & Analysis. Skilled in process analysis, redesign the layout and procedures for all IVR, SMS, USSD Products. Proven ability to manage large-scale projects.

##### Professional Experience

* **One97 Communications**
* Design and development of new products. Revamp of old products, end to end Product operations for telecom operators specifically for Vodafone.
* Expertise in Flow development, technical document for IVR and USSD.
* Comprehensive coordination of all product development activities with internal team (Sales Team, Technology, QA Team, Platform Team, DWH Team, Scripting and recording team, Support Team) to fulfill the ultimate objective of a commercially marketable product.
* Ensuring smooth running of the project & key deliverables-on time with defined specifications & keeping track of the projects status.
* Formulate strategies to enhance user engagement, retention, and participation in all the products from time to time.
* Experience in Client Servicing, VAS, Client Management, Brand Planning & Launch, Product management.
* Worked on new features and product enhancement.
* Preparing Monthly performance presentation for internal and client review.
* Developing of new innovative IVR products & services after studying competitors & consumer behavior patterns that can be implemented for the VAS Market
* Handling UNR (Usage & Retention) VAS– Products to enhance customer stickiness, Engagement Tools, Retention Strategies, OBD & SMS Enhancement and Refining.
* **IVR-** UnR portal, Vas infoline Portal,CS Portal
* **USSD-** UnR-\*121# and its Multimodal
* **Web-** Customer Retention Panel (Prepaid and Post-paid), Store Delight, Alpha Portal**,** 121 Offer Panel, Bulk Deal Panel
* **Retailer Applications:-** SKH (for retailers TGT & ACH, Point calculation, Points redemption)
* **Vodafone South Essar Ltd.**
* Emphasis on appointing Associate Distributors in upcountry regions and guiding them to have more coverage and market penetration.
* Launch new retailer engagement schemes in market, Educate retailer for new Vodafone Products/scheme.
* Analysis and Interpretation of sales data for GAP analysis and taking corrective action.
* Managing team of 10 DSEs (Direct sales executive).
* Ensure Brand visibility and Promotion in assigned territory.
* Developing strategies for increase the profit and market share in business.
* Collect the information of various schemes of the rivals which helps to make the strategies.
* Track weekly and monthly revenue of Associate Distributors by tracking daily secondary target.

##### Significant Contribution

* Received **GAME ON** recognition for the best performer of the year-2014 for launching the number of new products which having significant contribution in revenue.
* Got ROCKSTAR for launching the Prepaid and Postpaid Retention Panel.
* A quick learner with abilities to work in a team environment and work under strict deadlines.
* Interacting with Technical Team to ensure project is delivered in time and with acceptable quality.
* Managing expectations of internal teams, interacting on daily basis with Delivery, Engagement and Senior Project Managers.
* Very strong Analytical skills, teamwork, excellent oral and written communication skills.
* Decisive, action & result oriented experienced in implementing business concept in to practice.
* Excellent communicator with exceptional talent for problem solving and ability to handle multiple functions and activities in high pressure environments with tight deadlines.

##### Technical & Experience/Skills

Extensive design and development work on the following technologies/areas:

* Sound knowledge of MSWord, MS Excel, MS PowerPoint and MS Visio.
* Designing of technical call flows for almost every product launched.
* Maintain quality documents throughout the different phases of SDLC.
* Identify and analyze problem areas and propose alternate solutions for process improvement as like (IVR)

Professional / Academic Qualifications

* **MBA (Telecom & Operations),** Amity University Noida (2009).
* **B.Tech** **(Electronics & Communication),** UP Tech University Lucknow (2007).

**Personal Details**

**Marital Status :** Married

**Language Known :** English and Hindi

**Father’s Name :** Mr. R.S Singh

**Permanent Address :** H.No.-171, Saheed Nagar, Noorpur, Distt.-Bijnor,

U.P., PIN-246734

**References**

Available on request

I hereby declare that all the information contained above is true and correct.

**Date:**

**Place: (Shobhit Kumar)**