

Navneet Uniyal | 9th June, 1998 | Male

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Associate/Assistant manager – Business analyst / Growth analyst /

Career Objective Experienced professional looking for a challenging and engaging role aligned with senior managers and domain experts of the corporate houses with immense exposure to learning. My sole aim would be to nurture and utilize my skill set, knowledge, and creative ideas to get the maximum throughput of me and contribute to the benefit and development of your reputed organization

Skills & Core Competencies

- Corporate Communication
- Growth management
- Project management
- Business acumen
- Power BI & Excel
- Business case
- SAAS branding
- Design thinking & conceptualization
- Portfolio Management
- Competition Mapping
- Market research

Academic qualification

University / College	Course / Stream	Year
Jaipuria institute of management studies, Noida	PGDM	2019-2021
Graphic era hill university, Dehradun	Bsc. (Hon's) Physics	2016-2019
St mary's convent senior secondary school, Vikasnagar	Science	2015-2016
St mary's convent senior secondary school, Vikasnagar	Science	2013-2014

Work Experience – 1 Years 3 Months

Optimus Group – Assistant Manager (Feb,2021 – Till date)

- Optimizing product portfolio & supporting segment reach using basket approach for various generic product development initiative
- Performed market research to understand the key trend and the major inclination of the target segment to ideate and curate tailored concept of brand so as to create that recall value of our stakeholders & market penetration strategies
- Participating in review meetings to analyse the business growth and creating and sharing product's business case with the management

Optimus Group – Management Trainee

- Supporting the product development team through constant support through Marketing data and trend analyses.
- Coming up with innovative idea and supporting strategy formulation for upgrading existing product with R&D
- Brainstorming & participating in reviews for horizontal and vertical growth of portfolio using BCG & ANSOFF matrix
- Conducting survey and conducting client feedbacks to understand the critical points and formulating our exercise and program in alignment with the long-term goals of the company.

Asian Paints Ltd. – Summer Trainee

- Market research and participating in product review projects for the UP west region using PESTAL analysis
- Analyse the competitors branding strategy, preparing and participating in product analyses and market review meeting

Academic excellence & achievement

- Bronze medal in Chanakya for best PPT on brand strategy for business growth and scaling
- Subject matter expert award for excellent performance in business strategy & operations excellence
- Achieved A+ rating from Industry mentors in industry upgrading exercise (PDP) for year 1 & 2
- Dean's recommendation for best FBA (Future Business Manager) award
- Backed academic scholarship for continuous 5 semester 2019-2020

Research & Dissertation

Received gold medal for best dissertation on Nano technology "Nano coating from ZnO" at IIT Roorkee for corrosion prevention and increasing metal efficiency by 26.85% for better structural support in building and other used applications of metals Jan - June 2019

Appointments & positions

- Appointed as assistant manager for growth and brand management team
- Team lead (MT) for product launch & pre-launch virtual & pilot testing or market testing
- Elected vice president for marketing club - Megatrons

Live projects & Extra-Curricular

- Marketing Planning and control with Times of India Dec – Feb 2020
- Customer relationship Executive for Cisco Webex at TESCOM April- May 2020
- Perform gap analysis by employing SERVQUAL instrument to measure SERVICE QUALITY offered to the end consumers by MSIL & Toyota April- July 2020
- Certificate for being Among Top 50%iler's in the national financial literacy assessment test May 2014
- Was awarded a certificate of special efforts by an international NGO (Caring Souls Foundation) March 2014