

# EKTA KHETAN

## EXPERIENCE

- 2015 - 2021** Haute Kutir Digital  
Mumbai
- 2018 - DEC** One Assist  
Mumbai
- 2010 - 2015** Bharti Airtel  
Hyderabad, Gurgaon, Mumbai
- 2010 - 2010** Loop Telecom  
Kolkata
- 2005 - 2010** Tata Teleservices  
Hyderabad, Bangalore, Kolkata, NESA
- 2004- 2005** n-logue Communication [IIT Madras Project]  
Chennai

## SUMMARY

- 15 +years of experience in the fields of NPI, Product Mgt & Marketing, Key Account Mgt, Business Analytics, Customer Mgt, Content & Communication
- Worked seamlessly with Top Management and cross-functional teams across India, for diverse cultural, social & economic demography in India on versatile products & projects
- Currently working as a Digital Editor and Content writer [Freelance] Ahemdabad

## HIGHLIGHTS

- Stood the first position nationally amongst 115 teams in designing & proposing a theme leadership initiative for the company on customer lifetime loyalty & revenue management
- Successfully integrated and facilitated the launch of High-Speed Internet Access product [Photon+] for the Kolkata circle. The circle was at the no-1 position, countrywide in terms of sales
- Compliance adherence and monitoring of investment flows of the TDB Loan terms – An INR 250 lacs loan against the total equity of the company valued at INR 1000 Lacs



## CONTACT

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[www.hautekutir.com](http://www.hautekutir.com)

## EDUCATION

- 2001 - 2003  
**MBA - Marketing & Finance**  
University Of Madras  
2 years, full time
- 1998 - 2001  
**BCom**  
LAD College, Nagpur University

## SKILLSET

- Digital Media & Content Writing
- Branding & Communication
- Customer Management & Service
- Product Management & Marketing
- Analytics & Audit
- Training
- Business Strategy & Ops
- Key Account Management

# Detailed Experience

## One Assist Consumer Solutions

March 2018 -

Senior Manager/ National Account Head- Apple APR

Dec 2018

- Handling and driving business through Key APRs- Apple Premium Reseller partners across India.
- The scope of work included Portfolio management, Revenue/ Sales Management, Training, Account Leadership, and Business- Account Relationship.
- Driving Customer Acquisition, Revenue, Training & profitability of all APRs Nationally
- The profile also includes Collection, Incentive management, Analytics and driving business through premium retail format.

## Chief Editor / Digital Entrepreneur

2015 - 2018

Haute Kutir / Numerounity

Digital and Content Media on an editorial plus retainership basis

- Managing two Successful Blogs which includes managing and executing brand collaborations, Social Media strategy, and Influencer Marketing across multiple platforms.
- My vast experience in business and consumers enables me to understand the client's communication requirement vis a vie customer's key communication and develop product/project-based content.
- Collaborations included well-known Indian and Global brands in Lifestyle Technology, Decor, Telecom, Beauty, Services, Retail, Health, Fashion, Tourism, and others.

## Bharti Airtel

2010-2015

### 1) Head HNI CS [Mumbai and Maharashtra]

- End to end customer account management for Top B2C and B2B consumers
- Scope of work included Portfolio enlargement, Revenue Optimization, Account Leadership and Business- Account Relationship.
- Instrumental in managing the existing accounts, successfully on-boarding newer HNIs including acquiring larger shares of existing/new prestigious accounts.

### 2) Executive Business Analyst to Executive Director- India & Asia

### 3) National Product Manager- Content, VAS & New Product development

## **Tata Teleservice**

2005-2010

- Worked for over 5 years at different location and business units, primarily in product management, analytics and Regional CEO Office
- Instrumental in launch and GTM strategy for new telecom circle- NESA
- Worked largely on Post-paid voice and data products (Mobile, Wireline, Internet, VAS) catering to Enterprise, HNI & Retail segments
- Hands on experience in Product lifecycle management [pre sales/post sales], Communication, New product/scheme/Tariff launch, Revenue enhancement, Mystery shopping
- Also worked in Business Excellence for Business Process management, quality assurance, knowledge management, Customer satisfaction & Six Sigma training and Projects

## **n-logue Communications Pvt Ltd (a rural ICT initiative incubated by IIT Madras)**

2004-2005

- Executive Assistant to Senior Vice-President, Chennai
- Designed and analytically evaluated various options of work processes to help the organization grow and effectively manage the large disparate operations, while directly working under the supervision of Senior V.P.
- Led the marketing function and developed revenue model for 2100 rural telecentre

## **Proficient in MS Word, Excel and PowerPoint**

## **Current Location: Ahemdabad**

**LinkedIn Reference: [Clickable Link](#)**