

Priyanshu Tripathi

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PROFILE

Working as Senior Category Manager with 2.5+ years of experience in driving business growth and improving operations. Strong in team management, leading teams to hit targets and grow their skills. Improved partner engagement, reduced churn, and increased revenue. Good at building relationships, planning strategy, and solving problems to help the business grow. Looking to bring these skills to a new challenge and deliver strong results.

EMPLOYMENT HISTORY

Jan 2025 — Present

Senior Category Manager, Urban Company

Bangalore

- **Team Leadership:** Hired 4 new associates and currently leading a team of 17 people to meet business targets while supporting their development and continuous growth.
- **Partner On boarding:** On boarded 279 new partners in 3 months, helping the category run efficiently with an 11% request loss rate.
- **Churn Reduction:** Reduced churn from 18% to 13% by driving close to 75% partner activity and improving engagement.
- **Funnel and Metrics Optimization:** Improved the business funnel and set benchmarks for key metrics, leading to a 17% increase in walk-to-approval conversion.
- **Revenue Growth & Strategy:** Designed new processes and currently driving growth contributing to 22.3% of the category's overall revenue while managing strategy and operations.
- **Innovation and Problem Solving:** Worked with the team to creatively solve problems and drive growth through various schemes like targeted incentives, UC Masters, and the Bumper Season Offer to improve partner On boarding and engagement.

Jun 2023 — Aug 2024

Assistant Growth Manager, ShopDeck

- **Business Growth:** Analyzing Market demand and trend, helped the founding team sign around 100+clients in 4 months which started contributing in \$260k ARR.
- **Growth as Revenue (Vertical):** Led the team of 6 GC and 50 Sellers by convincing them to invest 1.79L to 3.42L/day with 44% profitability.
- **Growth as Revenue(Horizontal):** Using marketing techniques and consultations grew the Business of 16-18 sellers/month to attain profitability at zero level.
- **Churn Rate & Client retention:** Identified and resolved numerous queries resulting in enhancement of NPS by 2.4% with 90% current score and 40% repeat business rate.
- **Premium Client Acquisition:** Used data analytics to identify gaps and streamlined the onboarding flow for 700+ clients in 4 months contributing us 20% ARR.
- **Backbone Project Development:** Ideated SOPs, improved the workflow and other standard processes to boost starting processes.

Dec 2022 — Jun 2023

Growth Consultant, ShopDeck

Bengaluru

- **Profitability Enhancement:** Enhanced profitability for 20 businesses within a portfolio of over 25 clients, achieving an outstanding 118% increase.
- **Client Satisfaction and Training:** Attained an impressive 9/10 client satisfaction rating, reflecting a notable 50% increase.
- **Efficient Inquiry Resolution:** Implemented de-bottlenecking strategies for inquiry resolution, achieving a remarkable 92% action compliance rate.
- **Strategic Marketing Optimization:** By optimizing spend/GMV skillfully scaled 11k to an impressive 2.2L/day generating 500-600 orders/day.

Jul 2022 — Sep 2022

Graduate Trainee Engineer, Bajaj Auto Limited

- **Define the daily Target** on the basis of Line setting.
- **Give Kaizen Solution** to Improve the Quality of line.
- **Did Material Handling of PULSAR Models Time study Analysis & Calculation of KTM Models** to improve efficiency by 1.8%.
- **Optimize Man power Deployment** on the line according to daily Setting.
- **Reduced Human fatigue** by suggesting changes in doing activity.

Jun 2021 — Jul 2021	Service Intern, Bajaj Auto Limited
	<ul style="list-style-type: none">• Preparation of Sops for Various Process.• Managed Quality Audit of Advisors .• Channelized the flow b/w Works manager, Mechanic and customer.• Build customer Dashboard to enhance Customer Satisfaction Rating.

EDUCATION

Jan 2015 — Jan 2017	Sr. Secondary, Ratna Memorial Public School
Jan 2018 — Jan 2022	B. TECH., NIT KURUKSHETRA

SKILLS	Relationship Building	Expert	Strategic Planning	Expert
	Client Relation and Management	Expert	Meta Base & Salesforce	Expert
	Process Management	Expert	P&L Management	Expert
	Meta Ads & Dashboard	Expert	Sales Pitch Development	Expert
	Team Managment	Expert	MS Excel	Expert