

SUMAN KUMAR

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TECHNICAL SKILLS

Product Development & Strategy:

MVP Development, Product Roadmapping, User Research, Rapid Prototyping, A/B Testing, User Feedback Integration, Feature Prioritization, Agile Methodologies, Notion (Product Docs)

Mobile App Development:

Kotlin, Java, Jetpack Compose, Clean Architecture, Firebase, Retrofit, Room, WebRTC, Agora SDK, Google Maps SDK, Payment Gateway Integration, App Store Optimization (ASO)

Marketing & Growth Hacking:

Lead Generation (Apollo.io, Hunter.io, LinkedIn Sales Navigator), CRM Management (HubSpot, Salesforce), Email Marketing Automation (Mailchimp, Lemlist), Social Media Ads (Meta Ads, LinkedIn Ads), Google Analytics, SEMrush, Ahrefs

User Acquisition & Engagement:

Firebase Analytics, Mixpanel, OneSignal (Push Notifications), Deep Linking (Branch.io), Growth Funnels, Beta Launch Campaigns

Business Development Tools:

Trello, Jira, Notion, Slack, Google Workspace, Postman (for API testing)

Soft Skills:

Start-Up Mentorship, Market Research, Competitor Analysis, Go-to-Market Strategy (GTM), Pitch Deck Review, Cross-functional Team Collaboration, Problem-Solving, Time Management

WORK EXPERIENCE

Sales & Business Development Executive | IndianB2B

Nov 2024 – Present

- Develop and implement strategic sales plans to achieve company sales targets and drive business growth.
- Identify and generate new leads through market research, networking, and outreach efforts.
- Build and maintain strong relationships with existing and potential clients to understand their needs and provide tailored solutions.
- Conduct client meetings, presentations, and negotiations to close sales and maximize revenue.

Growth & Strategy Lead | Nevultar Technology

Nev 2024 – Present

- Defined and executed product growth roadmaps, aligning technical development with business goals to accelerate go-to-market timelines.
- Led a cross-functional team of marketers and sales associates, managing daily workflows, performance reviews, and campaign strategy discussions.
- Developed and implemented multi-channel lead generation strategies using Meta Ads, LinkedIn Sales Navigator, cold outreach, and CRM automations.

Android Developer | Maxmaven Solutions Pvt. Ltd.

Feb 2023 – Nov 2024

- Built driver and operator apps, increasing service efficiency by 25% through optimized resource allocation.
- Implemented a real-time alert mechanism, reducing job processing times by 15% and ensuring precise responses during critical operations.
- Developed operator dashboards, streamlining workflows, enhancing operational efficiency by 30%, and cutting task completion time by 15%.
- Received 95% positive feedback from end users post-launch, reflecting high user satisfaction.

Android Developer | Pristine Business Solutions

Sep 2022 – Jan 2023

- Led the development of POS applications for the retail and agriculture sectors, driving a 20% increase in sales efficiency.
- Integrated barcode scanning features, reducing inventory management errors by 30% and improving operational accuracy.

Android Developer | Freelance

Feb 2021 – Apr 2022

- Engineered custom mobile solutions across diverse domains, including OTT platforms, video players, video streaming, eLearning, and file viewers, serving over 50,000 users and improving user engagement by 20%.
- Managed end-to-end project lifecycles, from gathering client requirements to deployment on the Play Store, ensuring high-quality delivery and performance.
- Achieved exceptional client satisfaction through effective communication, timely delivery, and continuous support post-launch.

PROJECTS

Showfa Apps (User, Driver & Operator)

- Streamlined taxi service job allocation, significantly improving operational efficiency.

- Garnered high user satisfaction shortly after deployment.
- Designed driver and operator-specific tools to enhance navigation and communication.
- Built a scalable system with real-time updates, ensuring reliability and usability.

Indam Seeds POS App

- Minimized stock discrepancies with customized solutions tailored for the agricultural sector.
- Enhanced sales processing speed through intuitive and user-friendly interfaces.
- Developed features specifically designed for agricultural business needs.
- Enabled better resource management and seamless transaction handling.

Pan Seeds POS App

- Implemented solutions to reduce stock errors, ensuring better inventory tracking.
- Improved transaction speed with a streamlined and intuitive point-of-sale interface.
- Designed functionalities tailored to meet the unique needs of the agricultural sector.
- Boosted overall process efficiency, supporting seamless business operations.

Zivame POS App

- Improved stock tracking with tailored solutions for the retail sector.
- Streamlined the checkout process with an optimized user interface.
- Developed features customized for managing lingerie and apparel sales.
- Enabled smooth synchronization between in-store and online sales platforms.

Vision Player: AI-Powered

- Developed a smart media player that automatically pauses when the user is away and resumes upon return.
- Integrated AI to display emojis based on the user's emotional state during playback.
- Enhanced user experience with intuitive controls and personalized interaction features
- Leveraged advanced AI to create an engaging, emotion-responsive media viewing experience

LearnFree BachelorUp:

- Offered UG and PG programs with resources like projects, internships, and placement preparation tools.
- Provided career development tools such as resume builders, job listings, and roadmaps for professional growth.
- Optimized for efficiency with a compact size and category-based navigation for easy access to educational resources.
- Delivered free eBooks, internship opportunities, and career news, helping students and professionals upskill effectively.

Arcana Toast Library:

- Developed a versatile library for creating customized toast notifications in Android applications.
- Provided a simple and efficient way to integrate customizable toasts with minimal code.
- Enhanced the app's user interface by offering attractive and smooth toast animations and transitions.

- Open-sourced on GitHub, allowing developers to freely use, modify, and contribute to the library.

Video Saver: Multi-platform video downloading tool with an integrated player.

EDUCATION

DAV Institute of Engg. & Technology

Bachelor of Computer Applications

Narendra Singh College

Intermediate of Science

Sep 2019 – Jun 2022

Apr 2017 – Feb 2019

LANGUAGES

- ENGLISH
- HINDI