

# Sreerag Varma

Goal-oriented professional, targeting assignments in **Operations, Marketing and Digital Marketing** with an organization of high repute, preferably in Mumbai or PAN India.

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## Profile Summary

- Focused professional offering **over 2 years** of experience in managing end-to-end business of Design Ideas Technic entailing Operations, Marketing, Sales, and other activities as well as Research & Development in the field of Electronic PCB Manufacturing
- **Customer-centric professional** with track record of setting up quality in service environment, enduring customer relationships and ensuring excellent customer service by meeting client needs appropriate to business
- Comprehensive understanding of the **operations mixes**, namely: production, process, automation, and place, to pursue organizational operational objectives and enable management decisions
- Capabilities in performing **operations segment planning** by analyzing operational data through various forms of research, conducting target clientele interviews and negotiation, and providing recommendations on maximizing opportunities
- Skills in devising **innovative operations & communications strategy** for revenue growth, brand visibility & product advocacy
- Experience in conducting brainstorming sessions & executing event plans and concepts, and creating content for PHCET's social media handles; proven acumen in utilizing **digital marketing** to manage the branding and communication
- Skilled in negotiating for sponsorship deals, and managing logistics
- Possess capabilities in managing **end-to-end process operations** along with workforce planning, skill management and training with key focus on achieving quality deliverables and profitability
- Experience in **hiring & leading teams**, defining KPIs & metrics and ensuring achievement of the goals to enhance organizational effectiveness; possess capacity planning skills with proven acumen in people and performance management
- Exposure in **developing new processes** while addressing staffing, technology, operations & training requirements
- Skilled in devising & implementing processes to improve service delivery and ensure better **customer lifecycle management**
- **An effective communicator & team leader** with excellent analytical and problem-solving skills to sustain growth in the organization

## Core Competencies

Operations Management	Process Improvement	Training & Development
Customer Service Delivery	SLA/ Quality/ Cost Control	Marketing Strategy & Execution
Market Research & Analysis	Product Pricing & Promotion	Client/Stakeholder Engagement

## IT Skills

- MS EXCEL
- MS OFFICE
- SQL (BEGINNER)

## Certifications

- Currently pursuing **Marketing In Digital World** from University of Illinois at Urbana-Champaign
- Currently pursuing **Google Data Analytics** from Google
- **Preparing to Manage Human Resource** from University of Minnesota in Jun'20
- **Digital Advertising Landscape** from University of Colorado Boulder in Aug'21
- **Getting Started With Python** from University of Michigan in Apr'21
- **Electronic Warfare Workshop** from Pillai College of Engineering in Sep'15

## Organizational Experience

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**Jul'19 – Present | Research Associate | Pillai HOC College of Engineering & Technology, Pillai HOCL Educational Campus, Rasayani**

### Key Result Areas:

- Administering the planning, monitoring and controlling of overall business
- Performing inventory management activities for the sensitive and delicate stock
- Managing the complete Operations, Marketing and After-sales services
- Ensuring effective management & documentation of bills, purchases, inventory & so on as part of budgeting activities
- Acting as a liaison with clients to understand their demand, feedback and work with the production team
- Assessing & evaluating the team's performance metrics and acting as a point of contact for their needs; working for staff selection as well as retention
- Analyzing daily, monthly and quarterly reports to determine error trends and root causes of errors to identify process improvement opportunities
- Formulating & delivering presentations to the stakeholders on the team's performance to facilitate decision-making
- Leading a team of 8 coordinators for the PCB Lab
- Mentoring the students with their projects and rendering support wherever required
- Formulating in-house quality standards for various operational areas, ensuring a high-quality customer experience while adhering to the SLAs for their services
- Executing additional responsibilities for event management of collegiate festival including
  - Participating in brainstorming & implementation of event plans and concepts
  - Creating content for the social media accounts of the institute
  - Communicating with potential sponsors and negotiating deals
  - Controlling logistics
  - Working on the branding and communication

## Internship

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**Sept'21 – Nov'21 | Intern – Learnovate E-Commerce| Pune**

### Key Result Area:

- Worked on Logistics process, Process Excellence, Team Handling as Operations Management Operations Management

**Jun'16 – Jul'16 | Intern - Signals and Telecom (S&T) | Central Railway, Kalyan**

### Key Result Area:

- Worked on Traffic Management System (TMS), Optical Fibre Communication, and Indian Railway Indicator System

## Academic Details

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- Currently pursuing **MBA (Operations)** from Pillai Institute Of Management and Research, Mumbai
- **B.E. (Electronics Engineering)** from Pillai College of Engineering, Mumbai in 2019

## Personal Details

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**Date of Birth** 12<sup>th</sup> October 1992

**Languages** English, Hindi, and Marathi

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