

Casio: Online Sales		Group M – Tech Strat	6 Analytics Certification	VP PR, Toastmasters	4 Business Case Study
EDUCATION					
Year	Degree		Institute/ School	% / CGPA	
2016-18	PGDM Marketing		IIM Lucknow	5.02	
2010-15	B.Tech and MTech – Computer Sci. Engineering		IIT MADRAS	6.43	
2010	Class XII-CBSE		Kendriya Vidyalaya, CME, Pune	89 %	
2008	Class X-CBSE		Kendriya Vidyalaya, CME, Pune	89.2 %	
WORK EXPERIENCE					
Asst. Manager, Online Sales		CASIO Casio India Co. Pvt. Ltd.		May'18 – July'20	
Planned and Monitored Growth Ideas; Ensured 2.2x YOY FY'19-20 growth for categories (3x in Calculators; 2x in MI)					
E-COMMERCE	Objective	Create strong foothold of Casio Calculators and Musical Instruments on Ecomm			
	Category Management	Event, TOD and Stock Planning for the portals and sellers; ensuring an event pull on the portal Analysing of competitor pricing and ensuring Casio was price competitive for all SKUs Gap analysis for event and BAU sales; tried to develop BAU sales by DOTD and LD schemes			
	E-commerce Business Development	Increased share of authorised sellers from 50% to 85% by identifying and removing other sellers Analysed geographic demand and increased inwarding warehouses from 6 clusters to 9 clusters Suggestive inventory to alpha and beta sellers based on sales and overall portal inventory health Reduced OOS to less than 5%; automated detection via scraping ensured 1 day refill of OOS SKUs			
	Product Management	Initiated Brand Response to reviews and FAQs to reduce customer complaints by 90% Improved cross sales by 28% by creating combos and providing recommendations in normal SKUs Designed marketing campaigns and supervised SEO to improve reach and visibility of inhouse website			
	Marketplace Management	Improved stock width of Beta sellers and reduced lead times to ensure availability of wider selection Analysed and improved profitability of calculators for marketplace by correct selection and support Increased 2 more location of operation of marketplace sellers basis analysis of Demographic Sales			
	Digital Marketing & Merchandizing	Developed A+ content for 120+ SKUs and created Brand Store & Variants for more engagement Improved visibility and search ability of SKUs by aligning keywords in product content and tagging Aligned and monitored a New Product Promotion Plan to maintain the same growth rate as prev. models			
	Operations	Improved fill rates by 20% and Streamlined Operations to reduce Vendor Lead Time to Alpha sellers Monitored Appointments and deliveries for Alpha sellers and ensured Deliveries in 98% cases			
	Tools and Tracking	Developed web scraping tools for daily tracking of pricing and sellers for all e-Commerce Platform Successfully Automated reports with the use of VBA and Python to bring in efficiency to analysis			
	Way Ahead	Developed a 30CR tertiary sales (MI + Calc) category; in final state to develop 12 cluster inwarding			
SUMMER INTERNSHIP					
Tech Strategy		groupm Maxus(currently Wavemaker Division of GroupM, India)		April'17 – May'17	
Empirical Study of Mood Planning		Devised media investment strategy by analysing 1 year's location based consumer mood patterns over social media Designed a framework to enhance adoption of a tool used to improve media investment planning efficiency Designed & implemented brand recall survey of a leading FMCG brand; 100+ responses from Live Mall Interviews			
BUSINESS CASE STUDIES					
ITC		Awarded INR 25000 for being Campus Runners Up for ITC Interrobang 2017; Suggested 4x Growth Strategy Shower2Shower Prickly Heat Powder growth with Marketing Communication, Variants and focus Geographies			
Bajaj		Campus Finalist; Created a detailed marketing strategy and action plan for Bajaj Boxer sales in Africa based on consumer scheme			
Vodafone		Campus Finalist; Suggested a new product to create a sustainable cloud based business model based on IoT			
Exide		Campus Finalist; Conceptualised a business model and suggested design for Grid Management and storage			
LIVE PROJECTS					
Tally		Conducted market research and drafted targeting strategy to improve customer base for the software			
Ziffytech		Benchmarking top 5 leading digital platforms for integrated healthcare management; mapped process flow Primary Research of stakeholders (doctors, pharmacy & patients); Gap analysis on prevailing value chain			
CERTIFICATIONS					
Marketing		Google Partners – Adwords		Google Analytics – Beginners & Advanced	
Analytics		EXCEL/ VBA		R Programming	
		Python		SQL SAS	
POSITION OF RESPONSIBILITY					
IIM LUCKNOW	Vice President PR, Toastmasters IIML	Set up Toastmasters as an official club under IIML constitution; club won Expand & Rising star awards Marketing Vertical – Spearheaded 7 events; cobranding Josh Talks; 20+ weekly meetings			
	Vert. Manager INDEX, IIML	Designed creatives and sponsor collaterals for one of India's largest Market Research festivals Managed Strategic branding activities for 8 sponsors for online and offline during the festival			
	Core Member, SIGFI, IIML	Organised Trade Antico, commodity market trade simulation event with a participation of 200+ Liaised with CFAI for CFA Research Challenge, selected teams for IIM Lucknow			
EXTRA CURRICULAR ACTIVITIES					
Marathon		Completed three 10km runs, 3 half marathons   best time ( 2:15 hrs for half marathon)			Year
					2015-20