

RAMSARAVANA R S

Mail: Ramsaravana@gmail.com

Mobile:9611799001

EDUCATIONAL BACKGROUND

PGDM (Indian Institute of Management, Lucknow)	2011
B Tech – Information Technology (Anna University)	2007

PROFESSIONAL EXPERIENCE

Flipkart	Senior Manager – User Experience	Aug'14 – Till Date
----------	----------------------------------	--------------------

Responsibilities

- Senior Manager responsible for User Experience across Home, Books and General Merchandise
- Driving **User Engagement** and Increasing Conversion across Desktop, App and Mobile Site
- Catalog Improvement – Standardizing Catalog Attributes, Product Solutions for Lifestyle Imagery
- Analysing User Behaviour across Categories and Channels

Key Achievements

- Improved **Navigation and Product Discovery**
 - Restructured the Category Tree and Improved the Navigation Experience across Product Groups
 - Increased the scope and relevance of Recommendations
 - Designed New Landing Pages on Mobile – Bounce Rates decreased by more than 50%
- Increased **Order Conversion** Rate by 20%
 - Devised a Merchandising and Thematic Stores strategy
 - Devised a CRM Plan to drive Repeat Purchase
 - Implemented Itemization of Related Products using 'Swatches'

Axis Bank	Product Manager – Digital Channels	Feb'12 – Jan'14
-----------	------------------------------------	-----------------

Responsibilities	<ul style="list-style-type: none">▪ Launching New Products and Services on Internet and Mobile Platforms<ul style="list-style-type: none">○ Analysing Customer needs and translating them to Business Requirements for IT Implementation○ Leading the Design Agency, Vendors and IT Teams to deliver Best-in-class customer experience▪ Complete Ownership of Payment Product Suite▪ Monetization of Digital Channels by Adding new services and Increasing the number of users▪ Managing the User Experience across Products and Services
Product Management	<ul style="list-style-type: none">▪ Led complete Implementation of Projects from Ideation to Customer Launch<ul style="list-style-type: none">○ Axis Dial – A USSD Based Banking Channel targeted at Feature Phone users○ IMPS Payments – Instant Fund Transfer Solution for Smart Phone users○ IMT – A Cardless Remittance service for the Unbanked Beneficiaries▪ Redesigned transaction flow in Axis Mobile Application resulting in Increase of Recharge Transactions
E-Commerce	<ul style="list-style-type: none">▪ Formulated the Business Plan for an exclusive Market Place for Axis Bank customers▪ Identified partners and vendors to manage different services in the Market Place▪ Instituted Partnerships with E-Commerce firms like eBay, Indiatimes Shopping and Jabong▪ Redesigned the Customer Onboarding Process for Axis Shop on ngpay – A M-Commerce Platform
Marketing	<ul style="list-style-type: none">▪ Designed and Executed Tactical Marketing campaigns to increase Usage Frequency of Digital Channels<ul style="list-style-type: none">○ Repeat customers for Recharges, Bill Payment and Ticket Booking increased by 24%▪ Devised a Marketing Campaign to Increase downloads of Axis Mobile Applications<ul style="list-style-type: none">○ Achieved 2.5 Lac Downloads in 3 months across Android and iOS Platforms

Axis Bank	Brand Manager – Liabilities	Jun'11-Jan'12
-----------	-----------------------------	---------------

Marketing	<ul style="list-style-type: none">▪ Created a Single Minded Proposition for Priority and Prime (Savings Account Products)▪ Developed an Online Upgrade process targeted at SBEzy Account holders▪ Designed a Branch Activation Program to drive Customer Walk-ins in New Branches
Customer Engagement	<ul style="list-style-type: none">▪ Launched 'First Impressions'- a Customer Engagement Program to deepen existing relationships▪ Revamped the Customer Activation Plan targeted at New Customers▪ Designed a campaign to Reactivate Dormant Account Holders from Top 20 Cities

Cross-Selling	<ul style="list-style-type: none">▪ Coordinated with the Business Intelligence team to build Propensity Models for Investment Products▪ Successfully executed a Mutual Fund SIP and Trading A/C cross-sell campaign for 9 Lac customers<ul style="list-style-type: none">○ Nearly 9500 SIP and 5000 Trading A/C customers were acquired in 45 days	
Axis Bank Summer Internship – Marketing		Apr’10-May’10
Responsibilities	<ul style="list-style-type: none">▪ Designing a Marketing Plan to Increase the sale of forex products to students and leisure travellers▪ Devise a Go to Market Plan and Channel Strategy for Retail Forex products	
Accomplishments	<ul style="list-style-type: none">▪ Successfully concluded a Pan-IIM Bulk deal worth Rs 4.8 Crores for Axis Bank Travel Cards▪ Negotiated with Flipkart, TNT &Edulix to get an in-principle approval for a Co-Promotion	
Recognition	<ul style="list-style-type: none">▪ Awarded a Pre-Placement Offer (PPO) based on Performance during Summer Internship	
Fidelity Investments	Associate Database Administrator	Aug ‘07 – May’09
Responsibilities	<ul style="list-style-type: none">▪ Coordinated the automation of refresh process - increasing the database performance by 20%▪ Guideddevelopment teams frommultiple countries to enhance their Database performance	
Recognition	<ul style="list-style-type: none">▪ Won the Best Trainee award in a Batch of 200 Trainees	

CASE STUDIES

HUL & CNBC-TV 18 'Lessons in Marketing Excellence' – Campus Winner & National Finalist

- Developed an **Optimal Product & Service Mix** to Increase Non-Book Revenues at **Crossword Bookstores**

Nielsen Case Contest – National Winner

- Awarded a **Pre-Placement Interview (PPI)** by Nielsen for their Global Leadership Program
- Recommended changes to Parachute's Brand structure and Proposed 2 New Products

Reckitt Benckiser 'Vanish' Case Challenge – Campus Winner

- Proposed a Marketing Plan to change Consumer Perception and Increase Penetration of Stain Removers

P&G Consumer and Market Knowledge Case Game – Campus Winner

- Proposed a Medium-Term Business Strategy for Olay in the Malaysian Market

POSITIONS OF RESPONSIBILITY

Co-Founder, Geekstimeout.com	<ul style="list-style-type: none"> Launched the website and Increased the number of active users to 3500 Conducted Mock aptitude tests at 12 engineering colleges 	2007
Research Consultant, Greycaps	<ul style="list-style-type: none"> Designed an Employability Assessment Program 'Aspirations 2020' for Infosys Developed content for The Economic Times, Tata Crucible quizzes 	2007-09
Placement Coordinator, TCE	<ul style="list-style-type: none"> Invited 15 new firms & Increased number of Job Offers from 522 to 657 Conducted workshops in soft skills and mathematics for 1200 students 	2006-07
Coordinator-Quizzing Commoners, IIM L	<ul style="list-style-type: none"> Conceptualized and Launched the IIM Lucknow Quizzing league Organized Quiz contests as part of campus events like Nirvaan, Samvit 	2009-11
Gen Secy – Cultural Association, TCE	<ul style="list-style-type: none"> Led a team of 50 in cultural fests and conceptualized events for 1000 students Organized workshops on Music and Creative writing for 100 students 	2006-07