



# Arup Hazarika

## Business | Sales & Marketing | Ecommerce

✉ [aruphazarika2028@gmail.com](mailto:aruphazarika2028@gmail.com) ☎ +91 9957049780 📍 Bengaluru, Karnataka

in [www.linkedin.com/in/aruplayer](https://www.linkedin.com/in/aruplayer)

Interests - Travelling | Music, Photography | Data Analysis and Research | Astronomy and Geopolitics  
Language Proficiency - English | Hindi | Assamese |

### PROFESSIONAL SUMMARY

A results-driven professional with over eight years of experience in sales, service, operations, marketing, and business development roles. Co-founded two ventures, showcasing a proven ability to build and manage high-performing teams, develop and execute successful sales and marketing strategies, and establish strong client relationships. Possesses strong analytical and problem-solving skills with a keen eye for detail. Demonstrated success in driving revenue growth, improving operational efficiency, and delivering exceptional customer service. Dedicated and motivated, with a passion for driving business success.

### Work Experiences

#### Business Head - Humors Tech Private Limited

May 2024 -Present



- Strategic Business Development | Corporate Partnerships | Corporate Gifting | Product Launch
- GTM Strategy Execution | Market Planning and Positioning | B2B Sales | B2B2C Sales | E-Commerce
- Business Operations | CRM | Contract Negotiations | Event Management | Founder Office Management
- Strategic Planning | Stakeholder Communication | Operational Coordination | Process Improvement

#### Co-Founder - Tapsicum- LivSpice Technologies Private Limited

January 2024 -May 2024



- Executing Ideas | Validating Concepts | Business Prospecting and Expansion through Vendor Relations | Strategic Development and Cost Analysis | Resource Management
- Onboarding Restaurants | Offering Feedback to the Tech Team for App and Website Development
- Menu Engineering | Establishing Corporate Partnerships | B2B | CRM
- Close down the operations due to the product's unsustainability at the MVP stage.

#### Category Manager - Muse Wearables | Conzumex Industries Private Limited

January 2023 -Dec 2023



- GTM Planning and Strategy for Offline Sales and Distribution, B2B, Corporate Sales| E2E Management
- Online Sales - eCommerce, Vendor Management, KAM, Product Management, Digital Marketing.
- Online Market Places - Amazon, Flipkart, Myntra, Shopify | Crowdfunding Campaigns |
- Policy Formulation - Pricing, P&L, Promotional Strategies - Ads Campaigns, ATL BTL Campaigns
- Contract Negotiation, Procurement, Brand Manager - Smart Goat, Import - Export Planning

#### City Sales Manager - Xiaomi Technology India Private Limited

May 2021 - December 2022



- Market Operations, Sales Force Development, Channel Sales and Distribution, Expansion of WOD through Distribution Channels with Retail Engagements, and Expansion of Exclusive Mi Stores.
- Monitoring and Implementing Promotional Activities and Strategies, Execution of local marketing and brand-building strategies.
- Expansion of Category wise Business and Brand - Mobile, TV, Laptops, Accessories, Lifestyle, and IoT Products via Offline Sales, B2B Sales - Retail, Wholesalers, Corporates., Key Accounts.
- Distributor Management, KRO Management for Sales Drive, Branding Management.

#### Territory Sales and Distribution Manager - Vodafone Idea Limited

January 2021 - April 2021

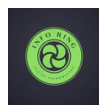


- Market Operations, Sales Force Development | B2B Sales and Corporate Tie-ups
- Channel Sales and Distribution, Expansion of Distribution Channel with Retail Engagements.
- Monitoring and Implementing Promotional Activities and Strategies

### Lockdown Project

#### Co-Founder - Inforing | Social Media Platform for Free Education

2020



- Free Courses and Education to Youth Preparing for Competitive Exams
- Online Classes and Training Programs, Collaborated with Faculties, Influencers,
- Specially Courses for North Eastern Regions | Training and Development for African Countries Students.

#### Associate Manager - Head, City Operations - Tier 3 (East) | Rapido

August 2019 - January 2021



- Launched and executed city operations | Onboarded delivery partners and riders
- Collaborated with various teams for smooth operations | Conducted P&L calculations
- Managed notifications and demand | Created offers for customers and riders | Formed B2B partnerships
- Facilitated coupon sales | Developed GTM and city-specific marketing strategies and campaigns



## Territory Sales Manager - Bharti Airtel Limited

July 2016 - August 2019

- Increased profits through strategic expansion and acquisition | Monitored customer trends and adjusted strategies | Mentored 32 sales staff | Led training programs | Resolved customer issues | Launched new operations and identified new markets | Handled large business accounts
- Expansion of Sites & New Lines of Businesses through Distributors, and Retailers in Multiple Territories
- Spearheaded efficient resolutions for wide-ranging customer issues to offer outstanding service and maintain high customer satisfaction. Mobility | B2B | Prepaid & Postpaid | DTH | Banking Operations
- Started Payments Bank Operations throughout Eastern Arunachal Pradesh & Assam
- Product Marketing, Employee Engagements, Team Management, Business Operations

## Internships

### HR Management Trainee- Indian Oil Corporation Limited, Digboi

July 2015 - August 2015

- Study on Safety Management | Research on Effectiveness of Safety Management and Employee Adherence

## Education

### Centre for Management Studies - Dibrugarh University

August 2011 - June 2016

- Masters of Business Administration | Marketing and Human Resources | CGPA - 6.87
- Bachelors of Business Administration | Marketing | Percentage - 62.69%

### Reliance College - Class XII - AHSEC

June 2009 - May 2011

- Higher Secondary Education Council | Specialization - Arts | Percentage - 71.60%

### Kushal Knowar Balya Bhawan - Class X - HSLC

January 1997 - May 2009

- Secondary Education Board of Assam | Percentage - 60.34%

## Certifications & Awards

### Certifications

- Certificate in Computer Applications (2011)
- Excel Essentials (2019) - Pluralsight
- Mobile App Marketing (2019) - Pluralsight Social
- Media Marketing for Startup (2019) - Pluralsight
- Marketing Analytics (2014) - Great Learning
- Introduction to Digital Marketing (2024) - Great Learning
- Digital Marketing Strategy (2024) - Great Learning
- AI In Digital Marketing (2024) - Great Learning

### Awards in Work Life

- Excellence Award for Market Operations for the Financial Year (2017-18) by CEO (NESA) - Airtel
- Highest Digital Recharge Penetration from the Territory FY (2018-19) - Airtel
- Best 4G Sales Growth for the Q3 - FY(2018-19) - Airtel

## Skills Set

- **Team Management** | Leadership | Task Delegation | Problem Solving | Adaptability | Critical Thinking
- **Marketing** | Social Media Marketing | Branding & Promotions |
- **Sales Management** | Direct Sales | Retail Sales | B2B Sales | Channel Sales Management | Corporate Sales
- **Performance Management** | Performance Improvements | Process and Procedure Development
- **Vendor Management** | Merchant Acquisition

- **Customer Services** | Customer Acquisition and Retention
- **Cost Analysis and Savings** | Time Management
- **Product Launch and Placement**, Purchasing & Planning
- **MS - Office**, Database Management | Canva |
- **Start-Up Enthusiast** | Human Resource Management |
- **Business Development** | Business Expansion | Promotional Strategies | Entrepreneur Mindset

## Declaration

I hereby declare that the particulars furnished above are true to the best of my knowledge and belief

Date : 1st of August, 2024

Location - Bengaluru, Karnataka

Arup Jyoti Hazarika