

ATUL MUTHA

BUSINESS CONSULTANT

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CORE COMPETENCIES

- Strategic Planning
- Project management
- Decision making
- Team Leadership
- Market Expansion
- Event Representation
- Logistics & Supply Chain Management
- Market Research and Analysis
- Problem-Solving

SKILLS

- Business development
- Brand Management
- Revenue Generation
- Negotiation
- Client relationship management
- Revenue Generation
- Team management

EDUCATION BACKGROUND

BBA	2016
GLS University, Ahmedabad	64%
Higher Secondary- XII	2013
A.I.S The Gurukul	57%
General Studies- X	2011
St. Anslem's School	6.2 CGPA

POSITION OF RESPONSIBILITY

- Head Boy, 2012-13, A.I.S The Gurukul

CERTIFICATION

- Fundamentals of Digital Marketing, Google Digital Unlocked, 2020

INTERESTS

- Reading
- Dancing
- Research
- Watching movies

PROFILE

Accomplished marketing executive and business consultant with 7.5 years of success in strategic leadership, revenue generation, and team management. Proven track record in exceeding targets, cultivating key partnerships, and driving operational efficiency. Recognized for adept market research, brand representation, and business expansion. A results-driven professional ready to contribute strategic acumen and leadership to organizational success.

WORK EXPERIENCE

D SOFT INNOVATIONS LLP (FREEDEEM)

Business Consultant

April 2023 - Present

- Significantly contributed in building a Revenue Model for the company.
- Strategically led retail onboarding and delivered tailored solutions to optimize customer retention strategies for businesses in the jewelry sector.
- Ensured continuous growth in Merchant Supply & Revenue in regions across India.
- Successfully spearheaded business expansion, acquiring new clients and driving growth.

City Head

April 2021 - March 2023

- Managed and directed a team responsible for client onboarding and app downloads.
- Oversaw all operational and revenue generation activities in the assigned cities.
- Implemented strategies to enhance both online and offline visibility and outreach of the app.

Key Account Manager

April 2020 - March 2021

- Directed a team of Category Managers for the city, focusing on onboarding national and international brands.
- Contributed holistically to revenue generation for the app.
- Regulated all new developments for the app at the ground level.

Category Manager- F&B

October 2019 - March 2020

- Managed the smooth onboarding of new food and beverage joints on the app.
- Successfully generated revenue through the strategic onboarding of clients.

URBAN VASTU INFOMEDIA PVT. LTD.

Marketing Executive

May 2016 - June 2019

- Efficiently managed nationwide logistics and supply chain operations.
- Successfully implemented subscription programs for increased readership.
- Provided valuable market insights for informed decision-making.
- Proficient in exceeding sales targets through strategic negotiation.
- Key contributor to impactful partnerships, driving substantial business growth.
- Represented organizations at high-profile events.

EXTRA-CURRICULAR

- First position in Movie-Based Management Lessons Competition (Kadi Sarva Vishwavidyalaya, National Level Carnival) in 2015
- First position in Launch the Product Competition, EL•DORADO (Shayona Institute of Management, State Level) in 2015
- First position in Business Plan competition (B.K. School of Management, Gujarat University) in 2014
- Won the Student of the Year title at A.I.S The Gurukul's in 2013.
- Acclaimed as the Most Active Student of the school at A.I.S The Gurukul, 2013,