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EDUCATION

2017-2019 INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

- Master of Business Administration (MBA)
- GPA: 7.1/10

2011-2015 SRM UNIVERSITY

- Mechanical Engineering
- GPA: 8.6 / 10

SKILLS

- Category/ Product Management
- Business Development
- E- Commerce Management
- Marketing (Growth/Performance/Digital)
- Leadership
- Brand Management and Strategies
- Channel Development/ Customer Acquisition
- Vendor/Key Account Management
- Sales Strategies (B2B & B2C)

LANGUAGES

- English (Fluent)
- Hindi (Fluent)

AKASH KUMAR ADLAK

SALES, MARKETING & STRATEGY

PROFILE

With 5+ years in business strategy, category management, and marketing, I have consistently driven growth and innovation across diverse industries. I've led teams to success, managed product portfolios worth millions, and executed data-driven marketing campaigns that boosted sales by 50% and customer engagement by 40%. My expertise in SEO, PPC, social media, and email marketing has increased organic traffic by 60%, reduced CPA by 25%, and improved ROI by 40%. I am dedicated to delivering impactful results and helping businesses thrive in competitive markets.

WORK EXPERIENCE

Freelancer

Marketing Freelancer

NOV 2023 - PRESENT

Growth Marketing

- User Acquisition: Increased user base by 80% in 6 months through multichannel strategies.
- Revenue Growth: Boosted monthly revenue by 50% for a fintech startup.

Performance Marketing

- ROI Optimization: Enhanced ROI by 45% for a fashion e-commerce client.
- CPA Reduction: Reduced CPA by 30% for a healthcare SaaS client.

Go-to-Market Strategy

- Market Entry: Launched a health tech product in India, achieving 10,000 downloads in the first month.
- Product Positioning: Improved brand recognition by 40%.

Digital Marketing

- SEO and Content Marketing: Increased organic traffic by 70% in 6 months.
- Social Media Growth: Grew Facebook followers from 5,000 to 20,000 in 4 months

Product Marketing

- Product Launch: Successfully introduced 5 new products, increasing market share by 20%.
- Customer Insights: Utilized market research to enhance product features, leading to a 30% sales increase.

Brand Strategy

- Brand Development: Boosted brand awareness by 60% through targeted campaigns.
- Brand Recognition: Improved brand recognition by 40% in competitive markets.

Autozilla Solutions Pvt Ltd Head of Business Strategy

Oct 2022- Sept 2023

Strategic Financial Planning

- -Developed and executed the Annual Operating Plan (AOP), achieving 15% revenue growth.
- Established and tracked KPIs, adjusting strategies to ensure alignment with financial goals and achieving a 10% increase in profitability.
- Created and implemented a revenue plan, forecasting sales and revenue projections, resulting in a 20% improvement in forecast accuracy.

E-Commerce Excellence

- Redesigned landing pages and product listings, reducing cart abandonment rates by 40%.
- Implemented a loyalty program, increasing repeat purchases by 25%.
- Utilized Google Ads and meta marketing strategies, achieving a 30% improvement in search engine rankings.
- Optimized mobile app UI/UX, boosting user engagement by 35% and increasing mobile sales by 20%.

BUSINESS CASE COMPETITIONS

National Finalist: LAVA Genesis 2018
Entry Strategy in the Mobile Accessory
Market in India.

Vicks Marvicks 2018

In-Store Merchandising Model Design.

Campus Finalist: GSK E3 2018

Marketing Plan and Vaccination

Awareness.

Zoomcar Drift 2018Marketing and Retention Strategy.

Reliance TUP 3.0, 2017

Business Plan Pitch

MANAGEMENT PROJECTS

Fox I Vision Services
Feasibility Study for Document
Verification Business

Marketing Models Using SPSS
Attribute Identification and Consumer

INDUSTRIAL TRAINING & PROJECTS

Heat Exchanger Market Survey
Identify opportunities and challenges in
the heat exchanger industry.

Brand Loyalty Factors

Factors affecting brand loyalty and developed strategies to enhance customer retention.

Total Productive MaintenanceStudied the procurement of raw
materials .

Automobile Parts Sales and Strategy Expansion

- Increased online sales from INR 14L to INR 1Cr monthly, expanding market reach to 350+ active garages.
- Optimized inventory management, reducing stockouts by 50% and improving delivery efficiency.
- Implemented supply chain improvements, reducing logistics costs by 15%.
- Developed customized B2B sales strategies, increasing sales by 40% year-overyear and boosting average order value by 20%.
- Launched targeted B2C promotional campaigns, driving a 35% increase in online retail sales and a 25% rise in customer acquisition through optimized pricing and discounts.

Category Management and Revenue Optimization

- Managed and optimized over 50 product categories, driving a 30% increase in overall revenue.
- Led category strategy, achieving a 25% improvement in product performance and market penetration.
- Implemented dynamic pricing strategies and promotional campaigns, boosting category revenue by 50%.
- Negotiated with suppliers to reduce costs by 10% and enhance profitability.
- Improved inventory turnover by 40% and increased customer satisfaction scores by 25%.

Marketing & Branding

- Implemented data-driven growth marketing strategies, achieving a 20% increase in customer acquisition.
- Leveraged SEO and content marketing to boost organic traffic by 50% within six months.
- Conducted creative brainstorming sessions, resulting in campaigns that increased engagement by 35%.
- Developed visual content, including product videos and social media creatives, enhancing brand visibility by 40%.
- Enhanced brand identity through consistent messaging and visual storytelling, increasing brand recognition by 25%.

Business Development & Vendor Management

- Onboarded 20+ new vendors, negotiating margins to boost profitability by 12%.
- Launched marketing campaigns reaching 500K+ potential customers, lifting conversion rates by 25%.
- Educated customers about new products, resulting in a 30% increase in sales inquiries.
- Executed strategic initiatives that increased overall business growth by 40%
- Streamlined vendor processes, reducing onboarding time by 50% and enhancing operational efficiency.

Strategic Partnerships

- Secured financial partnerships with Rupify and Xurity, offering credit options on the website, increasing customer purchase power by 20%.
- Enabled seamless financing solutions, boosting average order value by 15%.
- Partnered with Porter and Indian Postal Services, reducing logistics costs by 20%.
- Improved delivery efficiency, cutting shipping times by 30%.
- Expanded distribution network, reaching 10% more regions nationwide.

B2B SaaS Product Management

- Developed pricing strategies, increasing average revenue per user (ARPU) by
- Implemented lead generation tactics, generating 1000+ qualified leads and achieving a 20% conversion rate.
- Led email marketing campaigns targeting international clients, boosting international sales by 25%.

POS Software Sales Growth

- Led a team that boosted POS software sales from 5+ to 30+ per month, achieving a 200% sales growth.
- Implemented CRM strategies, resulting in a 25% improvement in customer retention rates.
- Expanded market reach, acquiring 50+ new international clients, contributing to a 40% increase in global sales.

MANAGEMENT TRAINEE (XIAOMI)

Lifestyle Category Management

- Conducted market research and competitor analysis that informed the launch of new lifestyle products, contributing to a 15% increase in category sales.
- Identified consumer trends and preferences, leading to the introduction of three successful product lines within the first year.

After Sales Team Collaboration

- Enhanced service center efficiency by implementing performance metrics that improved service response times by 20%.
- Led initiatives that increased customer satisfaction ratings from 85% to 92% within six months.

Retail Excellence Team Engagement

- Developed and implemented a retail performance dashboard that reduced stock outs by 30% and increased sales conversion rates by 25%.
- Conducted training sessions for 100+ retail staff, improving product knowledge and sales techniques, resulting in a 15% boost in average transaction value.

TOOLS PROFICIENCY

- 1. Google Analytics
 - 2. SEMrush
 - 3. HubSpot
 - 4. Mailchimp
 - 5. Hootsuite
 - 6. Google Ads
 - 7. Salesforce
 - 8. Ahrefs
 - 9. Tableau
 - 10. Buffer

Xiaomi Technology India

Product/Category Management

Product Management (Consumer Durable)

 Managed a portfolio of 20+ SKUs, achieving an annual volume of 7 million units and generating over INR 120 Cr in revenue with 20%+ profitability.

APR 2019=OCT 2022

- Oversaw P&L management, Annual Operating Plan (AOP), and devised growth strategies to enhance market share by 15%.
- Conducted comprehensive market research, competitor benchmarking, and price point analysis, leading to a 25% increase in successful New Product Introductions (NPIs).
- Developed Go-To-Market (GTM) strategies and coordinated product launches across multiple stakeholders, resulting in a 30% reduction in time-to-market.
- Enhanced product lifecycle management, increasing product longevity by 20% and reducing costs by 10%.
- Implemented dynamic pricing strategies, boosting category revenue by 18%.
- Fostered cross-functional collaboration, achieving a 95% on-time delivery rate for product launches and campaigns.

Category Development and Growth Strategy

- Expanded Xiaomi's presence in retail, LFR, and Modern Trade channels, driving a 30% increase in offline sales volume and enhancing product visibility.
- Managed inventory, promotional offers, and marketing strategies on Flipkart and Amazon, achieving a 40% growth in online revenue and a 25% increase in online sales.
- Implemented integrated offline and online strategies, resulting in a 35% overall sales growth and improved customer engagement.

Key Account Management & Business Development

- Managed key accounts including Flipkart and Amazon, negotiating terms and promotions, resulting in a 15% increase in sales volume.
- Identified and pursued new business opportunities, securing partnerships with 10+ new retail chains and distributors.
- Collaborated with internal teams and external partners to execute initiatives, expanding market reach by 20%.
- Developed and implemented strategic plans, leading to a 25% increase in overall revenue and enhanced market penetration.

Sales Operations and Planning

- Managed sales operations for 250+ SKUs across categories including audio, grooming, cables, and chargers, achieving INR 650 Cr in online revenue and INR 470 Cr in offline revenue.
- Led nationwide supply planning efforts, optimizing inventory levels and increasing operational efficiency by 30%.
- Strategized category growth through detailed sales planning, market insights, and competitive analysis, resulting in a 20% market share increase.
- Coordinated with cross-functional teams to streamline processes, reducing timeto-market by 25%.
- Implemented forecasting models, improving demand accuracy by 15% and reducing stockouts by 20%.

WOne Management Consulting Management Internship

Apr 2018-May 2018

Logistics Management & B2B SaaS Sales

- Developed and executed targeted marketing campaigns, increasing inbound leads by 20% for a B2B SaaS product in the transportation sector.
- Conducted comprehensive market research and competitor analysis, capturing 10% market share within six months by identifying key industry trends and opportunities.
- Formulated a competitive pricing strategy, increasing average deal size by 15% while maintaining a 25% profit margin.
- Designed and implemented an optimized sales funnel using CRM tools and analytics, improving lead conversion rates by 30% and achieving a 40% conversion rate from initial contact to closed deals.