

ARITRO DATTA

A strategic leader with a passion for solving customer problems, building customer centric products and delivering the best value to the customer, targeting roles in **Product Management, Business Analysis, and Marketing.**

Location Preference: Delhi, Gurgaon, Hyderabad, Bangalore, Pune, Chennai

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PROFILE SUMMARY

- Offering **over 8 years** of experience in **Product Management, Marketing, Quality Assurance, and Business Analysis** in the **IT, Telecom, and Retail sectors**, contributing to organizational growth.
- Focused on instilling a highly effective product roadmap and optimally managing the product backlog** with capability to quickly understand business/ functional requirements and apply system business logic to solve complex problems.
- Experienced in all aspects of Product Management**; skilled in devising product strategy, providing support for product launches, monitoring product performance, designing user interfaces, user engagement schemes and acquiring customers’ feedback to institute product improvements.
- Launched product strategy and roadmap for a pilot MVP scheme** at Rene Impex featuring personalized product engraving customization, **enhanced revenue by 75% (INR 15 Lakhs for FY’21) and sale by 40%.**
- Expertise in **New Product Introduction (NPI), Product Development & Go-to-Market strategy**; successfully launched multiple products.
- Implemented in-house bill submission platform at Yingjia Communications** which led to an average of 550 transactions per financial quarter, **reduced processing time to 72 hours for billing and increased processing speed by 35%.**
- Hands-on experience in **various product management tools** to streamline project management, data analysis, and user interface development, enhancing overall operational efficiency.
- Effective team-player** with excellent problem-solving, organizational & interpersonal skills.

AWARDS & ACCOLADES

- Ranked among the **Top 100 Premium Performers** for overall SBU performance and selected as a top 100 SBU leader from India at Charoen Pokphand Group, Bangkok.
- Recognized as **one of the best South Asian candidates** for exceptional creativity and innovative contributions to the program at Charoen Pokphand Group, Bangkok.
- Ranked among **Top 100 in Future Leadership Program** at Charoen Pokphand Group, Thailand in 2017.
- SUPA Certificate of Excellence** (Patient Rehab & Counselling) from ANTARA Psychiatric Rehab & Drug Addiction Centre in 2016.
- CEO Certificate of Excellence** from Birla Sunlife Insurance in 2015.
- SILVER CLUB Certificate of Excellence** (Marketing Strategy & Sales) from Birla Sunlife Insurance in 2015.

CORE COMPETENCIES

Product Management & Strategy	Product Lifecycle Management	Product Marketing
Go-To Market Strategy / Positioning	Product Roadmap	Agile Development
Business Analysis	Business Growth, Revenue Generation & Market Penetration	Team Management & Leadership

SOFT SKILLS

Leadership
Negotiation
Problem-solving
Decision-making

EDUCATION

- 2023:** Product Management and Analytics from Great Lakes Academy, Kolkata | 3.25 CGPA / 86%
- 2017:** PGDM in Marketing from Xavier’s Institute of Management & Entrepreneurship, Bangalore | 5.82/8 CGPA
- 2013:** B.Tech. (Computer Science Engineering) from DSCSDEC - WBUT | 7.63/10 CGPA
- 2009:** 12th (WBBHSE) from Patha Bhavan, Kolkata | 75.9%
- 2007:** 10th (WBBSE) from A. K. Ghosh Memorial, Kolkata | 88.25%

CERTIFICATION

- AI Tools Mastery Program Certification, 2024
be10x AI Mastery Course



WORK EXPERIENCE

**Dec'20-
Present**
Branding Officer

Yingjia Communication Pvt. Ltd. (VIVO), Kolkata

Key Result Areas:

- Spearheading all state branding expense billing activities.
- Leading Product POSM deployment standards across all state zones, ensuring consistent branding execution.
- Conducting business analysis, quality assurance, and control of branding deployment during new product launches.
- Compiling state-wide marketing insights and new product launch feedback through direct communication with field personnel.
- Coordinating customer support between vendors, outlets, and field agents.
- Onboarding and communicating company standards and processes to new vendors, ensuring alignment with organizational expectations.
- Supervising quarterly vendor evaluations and maintaining standard frameworks to ensure consistent vendor performance.
- Gathering market data and compiling comprehensive branding deployment and feedback status reports for headquarters.

Highlights:

- Led branding visibility and hygiene campaigns, achieved 85% compliance targets within deadlines and reduced submission man hours to 1 week for 3 financial quarters.
- Planned and implemented a customized response framework, reduced issue resolution lag time to a maximum of 48 hours and increased budget savings by 45%.

Aug'17-Dec'20
Marketing
Executive

Rene Impex Pvt. Ltd., Kolkata

Key Result Areas:

- Directed single-point customer support, coordinated with the Design Team on reported issues, and supervised quality assurance for product delivery.
- Managed content for product data in the back-end network to ensure accuracy and consistency.
- Supervised product promotion shoots and events, and guided product design initiatives.
- Analyzed customer feedback, market responses to promotion activities, and company adaptations to market trends.
- Acted as a liaison between the Content Creation Team and promotion agencies, coordinated publicity campaigns and promotional events.
- Evaluated vendor status and negotiated contracts based on feedback and creative content quality.
- Provided emergency customer support for urgent publicity issues and liaised with press personnel.

Highlight:

- Implemented a WhatsApp chatbot (MVP prototype), reduced complaint resolution time to 24 hours and improved user retention by 50%.

Jun'17-Aug'17
Management
Trainee

Charoen Pokphand Group, Bangkok

Highlights:

- Led a 7/11 Retail SBU Team, implemented innovative product and sales strategies, increased customer footfall by 50% and sales conversions by 75% through.
- Created and launched a new product roadmap for the pilot MVP (Meal Box scheme), generated 10k+ user requests and improved revenue by 85% in the same product stream.

Nov'13-Dec'14
Tech Support &
QA Testing

Webspiders India Pvt.Ltd., Kolkata

Highlights:

- Implemented SOPs for alpha testing environments, streamlined issue resolution and reduced project budget by 85%, saved an average of INR 5 Lakhs per project through Agile methodologies.
- Spearheaded POC for client communication, reduced open client tickets by 75% within a 5-day limit and ensured a 90% client retention rate for repeat orders.
- Conceptualized and managed the implementation of a product roadmap for a ticket platform addressing client issues, reduced project version stall time to 48 hours per issue from the previous 7-15 business days.



PROJECTS EXECUTED

Yingjia/VIVO

- All Bengal Branding Visibility & Hygiene Maintenance Project | Dec'20-Present
- Vendor Evaluation Framework Project | Dec'20-Present
- POSM Deployment Status, New Product Launch, Standard Maintenance & Marketing Insights Projects | Dec'20-Present

Birla Sunlife Insurance.

- Intern Team Leader for MSME Pilot Insurance Scheme | Birla Sunlife Insurance, Bangalore

Charoen Pokphand Group

- Team Leader for 7/II Retail SBU in Future Leader Program

Antara Psychiatric & Substance Rehab Centre, Kolkata

- Patient Rehab & Rehabilitation Program



PERSONAL DETAILS

Languages Known: English, Bengali, Hindi

Address: Kolkata