

Akash Singh

PERSONAL INFORMATION

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Delhi NCR

Education

- PGPM 2016
Institute of Chartered
Financial Analysts of India
(ICFAI), Pune
- B.B.A 2014
Sherwood College of
Management, Lucknow

KEY SKILLS

- Strategic Account Management
- Customer Retention
- Revenue Growth
- Team Leadership
- ATL & BTL Marketing
- CRM Proficiency
- Client Satisfaction
- B2B/ B2C Sales
- Negotiation Skills
- New Business Development
- Process Enhancement
- Sales Operations
- Lean Six Sigma
- Team Handling & Mentoring
- Customer Support & Service
- Cross Functional Collaboration
- Key Accounts Development
- Escalation Management
- Market & Competition Analysis

PROFILE SUMMARY

Seasoned Professional offering 8+ years of experience in providing successful client specific solutions catering to a wide array of industries in Sales, Operations, Customer success, Key Account Management & Strategic Partnership to increase operational & revenue efficiency. Results-driven and resilient in developing teams, improving processes, and increasing productivity, with a solid understanding of industry trends.

WORK EXPERIENCE

Key Account Manager - Paytm

Oct 2021 - Present

Task & Achievements :

- Managed a portfolio of key clients accounts, overseeing all aspects of relationship management, contract negotiation and strategic planning.
- Monitoring portfolio performance metrics and conducted regular reviews to track progress, identify challenges & implementing solutions accordingly.
- Retained top customers by developing a solid and trusting relationship between major key clients and company.
- Managed the sales team comprising Team Leads and Sales Executives ensuring overall performance excellence for the team and the city.
- Coached the team to collaborate and leverage internal and external stakeholders to develop customer and partner relationships, effectively progressing opportunities and pipeline through the sales cycle.
- Formulated data driven strategies to accelerate the sales and reduce the liability.
- Managed and provided leadership to a team of 27 individuals within the EDC Retail Team.
- Enhanced merchant satisfaction by establishing effective communication channels and resolving issues promptly.
- Played a key role in recruitment activities, including interviewing, hiring, and onboarding processes.
- Successfully met monthly productivity and shrinkage targets for agents.
- Ensured compliance with Average Response Time (ART) and First Response Time (FRT) targets.
- Emphasized cost-effectiveness and process optimization to drive operational efficiency.

Assistant Manager - Blinkit

May 2021 - Oct 2021

Task & Achievements :

- Collaborated with cross-functional teams to develop customized solutions tailored to key account requirement.
- Improved client retention rates with exceptional customer service and relationship management skills.
- Consistently exceeded sales targets by establishing long-term partnerships with major clients.
- Negotiated favorable contract terms, ensuring mutually beneficial agreements that fostered ongoing collaboration.
- On boarded the top merchants across the food and grocery segment. Maintained the overall catalog and inventory of the merchants.
- Cracked some top brands and successfully onboarded them on the platform.
- Achieved the assigned target and succeeded in most of the months.

Internship Projects

Customers Satisfaction Level at Vodafone Store

Summer Internship at Vodafone Service Center (Graduation Project)

Certifications

- **Account Management and Client Servicing Project**
- **Management Assessment Marketing Meet 2014**
- **Experience the Future at MIT School Pune**
- **Negotiation Essential**

Interests

- **Cricket**
- **Gadgets**
- **Travelling**
- **Stock Market**

Area Sales Manager - Dunzo

Sep 2019 - April 2021

Task & Achievements :

- Spearheaded sales acquisition and operations initiatives for key clients, achieving 80% growth across designated regions.
- Managed a team of BD Associates and Operations staff, overseeing overall team and city performance.
- Developed and implemented sales processes, KAM, and delivery strategies to enhance client lifetime value and collaborate effectively with external stakeholders.
- Supervised business operations, ensuring projects and tasks were executed within budget and deadlines.
- Led the team in achieving the highest number of SKU clean-ups and meeting banner offer targets, successfully launching them live.
- Maintained client hygiene standards and managed daily merchant and customer cancellation rates.

Key Accounts Manager - Foodpanda

Aug 2017 - Apr 2019

Task & Achievements :

- Implemented successful expansion of O2 business in north India.
- Managed P&L for portfolios of 500+ accounts and grew them sustainably.
- Strategized client LTV through user cohorts' analysis and took proactive measures and activated levers to ensure strong return on investment which in turn would lead to maximum order through rate.
- Lining up growth activities in order to increase Online Orders on weekly/monthly basis based on customer insights in order to achieve targets as per Annual Operating Plan.
- Driving Ad Sales Program and other revenue growth parameters customized as per the city need post research and analysis.
- Sourced partner funded discounts by 80%, which controlled the Foodpanda burn rate by 30%

Sales Officer - ITC LTD.

May 2016 - Jun 2017

Task & Achievements :

- Cultivated and maintained strong relationships with distributors.
- Managed new product launches across various categories.
- Led and motivated a team, overseeing in-store merchandise management.
- Directed sales and distribution efforts for both mature and new products.
- Consistently exceeded monthly sales goals through effective time management.
- Implemented new product launches effectively.
- Accompanied sales teams on market visits.
- Conducted time and motion studies and established operational routes.
- Analyzed spot test results and performed mystery shopping evaluations.

Management Trainee - Reliance Jio Ltd.

Aug 2017 (4 Months)

Summer Internship :

- Conducted mapping of 70 retailers and 10 commercial institutes areas to formulate growth and marketing strategies for Reliance Jio Limited.
- Managed 50 cold calling efforts and secured 30 Letter of Intent (LOI) agreements from prominent building solution sites.
- Orchestrated promotional and marketing activities to generate market buzz for Reliance Jio Limited.