KARAN AMBANI

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EDUCATION

- University of Miami, Coral Gables, Florida   **May 2008 -May 2012**
      Bachelor of Business Administration
      Major in International Finance GPA: 3.3
- Monash University, Melbourne, Australia   **Feb 2011–Aug 2011**
      Study abroad program and a course in European Economics and SWOT analyses of Global Economies
- Bangkok Patana School, Bangkok, Thailand   **1994 – 2008**
      International Baccalaureate Diploma
      International General Certificate of Secondary Education

EXPERIENCE

Shopee, Bangkok Thailand   **Jul 2015 – Present**
Head of BI and Category Management

- Responsible for managing the price related budget for the commercial side of Shopee TH
- Participated in the development and execution of strategic and tactical business plans with other members of the cross functional team including seller acquisition and lead generation
- Liaison with the Sales, Account Managers, Marketing and Regional teams to drive growth in Key Categories
- Focused on optimizing and improving data processes through automation and new technology
- Generated and implemented new sales and marketing initiatives to increase Orders and Revenue

Lazada, Bangkok, Thailand   **Mar 2014 – Jun 2015**
KAM/Category Manager & Regional Category Management

- Financial & Quantitative analysis of ecommerce metrics to help consult key electronic & sport accounts
- Managed & assisted corporate partnerships with SME, MNC and celebrities to maximize revenues for the company
- Looked after and consulted 15 top electronic companies in Thailand while boosting an average revenue growth of 20% MOM
- Developed marketing strategies for the biggest category in Lazada Thailand by working closely with merchandisers and ensuring the team meets its KPI every month
- Provided business analysis and insights on sales, pricing, and on-going opportunities for incremental volume and margin
- Advise sellers on how to grow their business on Lazada, including stock planning, pricing competitiveness and improve their long term performance

Marcus&Millichap, Miami, Florida   **Aug 2012 – Dec 2013**
Marcus &Millichap is the largest firm specializing in commercial real estate investment services nationally
Financial Analyst/Marketing for South Florida's Hospitality Sector

- Worked under the Senior Associate & Associate Director for the National Hospitality Group – Top 5 National Hospitality Agents in the firm
- Composed financial valuations on limited & full service hotels throughout South Florida and prepared numerous proposals for clients including broker opinion of value (BOV) for large commercial banks
- Developed strong entrepreneurial experience and in-depth knowledge of the different classes in commercial assets, as well as the ability to understand past & future trends in real estate
- Understood the brokerage side and sales aspect in dealing with clients who own multi-million dollar properties whilst incorporating the SPIN model technique to close large-value goods

Maybank - Kim Eng Securities, Bangkok, Thailand   **June 2009 – Aug 2009**
Founded in 1960, Maybank is a regional securities powerhouse in South East Asia and largest bank in Malaysia
Financial Analyst Intern

- Composed a detailed report analyzing Thailands second biggest cement company including the top 3 cement companies within the industry
- Interviewed the CFO and co-authored a detailed report on the Thailand's second biggest cement exporter
- Interpreted market data and conducted research into possible causes of shifts of market share of clients and competitors, and identified future market trends of cement growth in emerging economies
- Created an Excel spreadsheet designed with macros and functions that was able to utilize financial modeling techniques to perform detailed valuation analyses and presented findings to supervisors

Licenses &Skills

- Bloomberg Certified, Microsoft Word, Excel, Access, PowerPoint, Adobe Illustrator
- English and Thai – fluent (read, write and speak)
- Japanese and two Indian languages – basic
- Portfolio Management & Financial Modelling classes
- Golf/Badminton/Soccer
- Basic knowledge in SQL