

**SUMIT JASORIA**Male, Indian, 31 years; **Languages** English, Hindiskype: **sumitjasoria****sumitjasoria@gmail.com**  
+91-9971400477, +95-9971935571, +88 01969609360**ACADEMIC QUALIFICATIONS**

Year	Degree	Institution	Board	Subjects/Specialization	%
2011	M.B.A.(MS)	FMS Delhi	D.U.	<b>Marketing</b>	67.8%
2007	B.E. (Hons.)	J.E.C.R.C., Jaipur	R.U.	Computer Science	74.2%
2002	XII	Saint John's Sr.Sec.School, Kota	C.B.S.E.	Physics, Chemistry, Mathematics	74.6%
2000	X	M.S.M.S.V., Jaipur	C.B.S.E.	Science, Maths, Social Science, English	86.6%

**PROFESSIONAL EXPERIENCE****6 Years & 7 Months****Rocket Internet GmbH                      Marketing Head – Bangladesh & Myanmar                      (12 months) Feb'15 -**

- |                         |  |
|-------------------------|--|
| <b>Responsibilities</b> | <ul style="list-style-type: none"> <li>• <b>Managing 360 Degree Marketing</b> – Managing Online, Offline, PR, Brand Partnerships &amp; Analytics</li> <li>• <b>ATL &amp; BTL</b> – Responsible for complete ATL and BTL communication for the companies in respective countries</li> <li>• <b>Strategy &amp; Business Plans</b> - Business Growth Strategy along with sales and brand development</li> <li>• <b>Customer Experience</b> – Monitoring CXP and increasing brand visibility of the company</li> <li>• <b>Exclusive Online Launches</b> – Launched Online Exclusive Mobile Phones with Premium Brands</li> <li>• <b>Marketing Campaigns</b> – Launched the biggest online sales campaign "Black Friday" in both countries</li> <li>• <b>Social Networks</b> – Managed complete Social Media ( Facebook &amp; Google) and launched new mediums for customer touch points with Viber and WeChat</li> <li>• <b>Leadership</b> – Managing a team of more than 20 people across 2 countries and reporting directly to global CEO's</li> <li>• <b>Managing Global Workforce</b> – Working with Central Teams in Paris and Berlin and Managing them indirectly</li> </ul> |
|-------------------------|--|

- |   |  |
|---|--|
| <b>Key Achievements &amp; Learnings</b> | <ul style="list-style-type: none"> <li>• Grew business from 20K EUR to more than 100K EUR per month in Myanmar and from 200K EUR to 1000K EUR per month in Bangladesh</li> <li>• <b>Achieved 80X</b> sales and <b>100X</b> Revenue (NMV) during "<b>Black Friday</b>" sales in the respective countries</li> <li>• Established the companies as <b>Premium Online Shopping Destination</b> in the respective countries</li> <li>• Played Key role in defining the <b>Global Marketing Communication</b> and First TV Advertisements</li> </ul> |
|---|--|

**Bharti Airtel Ltd.                      Product Marketing Manager                      (32 months) Jul'12 – Feb'15**

- |                         |  |
|-------------------------|--|
| <b>Responsibilities</b> | <ul style="list-style-type: none"> <li>• <b>Product Innovation</b> – Create customer centric and profitable new products/enhancements for Airtel DTH</li> <li>• <b>End to End Product Management</b> – Manage a product from ideation phase till commercial launch</li> <li>• <b>Strategic Project Planning</b> and <b>Execution</b> with the help of cross functional teams and partners</li> <li>• <b>Finalization</b> of ATL and BTL marketing activities for a product launch including web and social networks</li> <li>• <b>Identifying strategic</b> business partners and executing strategic deals to enhance new product portfolio</li> <li>• <b>Product development</b> and enhancing existing product portfolio to increase usability and customer experience</li> <li>• Launched India's first IDTV ( Integrated Digital Television), <b>Smart Direct</b> in association with <b>Samsung</b></li> <li>• Launched "<b>Pocket TV</b>", TV on the go for airtel digital TV customers for Android, iOS &amp; Windows Platforms</li> <li>• <b>Managing customer acquisition</b> from <b>alternate channels</b> like website, e-mailers, SMS, Call-center etc.</li> </ul> |
|-------------------------|--|

- |   |  |
|---|--|
| <b>Key Achievements &amp; Learnings</b> | <ul style="list-style-type: none"> <li>• Among the Top <b>1% Performers</b> in Airtel and <b>selected as 4G Rollout Head</b> for Tamil Nadu</li> <li>• <b>Award</b> from the <b>CEO of DTH</b> for launching "<b>Twitter on TV</b>", first of its kind service in the world</li> <li>• "<b>Twitter on TV</b>" finalist for <b>Global Innovations</b> at <b>IBC'2014, Amsterdam</b></li> <li>• Single handedly managing the complete product portfolio (EPG, Website, Interactive Applications, Games, User Manuals and Help Video )</li> </ul> |
|---|--|

**Godrej Properties Ltd.                      Business Development Manager                      (13 months) Jun'11-Jun'12**  
GALLOP- 2011                      Godrej Accelerated Learning, Leadership and Orientation program

- |                         |  |
|-------------------------|--|
| <b>Responsibilities</b> | <ul style="list-style-type: none"> <li>• Managing <b>marketing communication, product development, brand development &amp; CRM</b></li> <li>• Understanding changing <b>consumer behavior</b> of property purchase in major markets of the country</li> <li>• <b>Strategy development</b> including domestic <b>Sales Channel Development</b></li> <li>• <b>Data Analysis</b> and recommendations to the CEO, Mr. Pirojsha Godrej for projects in Bangalore and Gurgaon</li> </ul> |
|-------------------------|--|

- |  |  |
|--|--|
| <b>Key Achievements &amp; Learning's</b> | <ul style="list-style-type: none"> <li>• <b>Brand architecture</b>, brand guidelines &amp; <b>consumer segmentation</b></li> <li>• Attended 2 Day Business Development &amp; Real Estate Marketing Workshop at <b>ISB Hyderabad</b></li> <li>• Conceptualizing and leading <b>promotional campaigns</b> for different product types</li> </ul> |
|--|--|

**Infosys Technologies Limited                      Software Engineer                      (24 months) Jul'07 – Jun'09****Client                      Microsoft Corporation, Redmond**

- |                         |   |
|-------------------------|---|
| <b>Responsibilities</b> | <ul style="list-style-type: none"> <li>• Developed a system to facilitate business development for Microsoft &amp; its partners via <b>B2B Marketing channels</b></li> <li>• Client Interaction to understand business requirements, translating them into technical specifications &amp; deliverables</li> </ul> |
|-------------------------|---|

- |                     |  |
|---------------------|--|
| <b>Achievements</b> | <ul style="list-style-type: none"> <li>• Selected to <b>Voice of Youth Committee (VOY)</b> and <b>Self Governance Team</b> at Infosys</li> <li>• <b>On the Spot</b> award and <b>Star Infoscion</b> certification for exceptional performance</li> </ul> |
|---------------------|--|

# SUMIT JASORIA

Male, Indian, 31 years; Languages English, Hindi

skype: sumitjasoria

sumitjasoria@gmail.com

+91-9971400477, +95-9971935571, +88 01969609360

## KEY INDUSTRIAL ACHIEVEMENTS

Godrej	<ul style="list-style-type: none"><li>Received <b>Pre-Placement Offer (PPO)</b> from Godrej Properties</li><li><b>National Winners</b> of Godrej <b>Brighter Business Challenge Competition</b></li><li>Among the <b>Top-6 B-schools</b> with more than <b>100</b> entries received for first round</li></ul>
Airtel	<ul style="list-style-type: none"><li><b>National Runners-up</b> of Airtel - <b>iCreate</b> Business Idea Development competition</li><li>Among the <b>Top-15 B-schools</b> with more than <b>400</b> entries received for first round</li></ul>
The Bees Awards	<ul style="list-style-type: none"><li>Selected as <b>International Relations Manager</b> at the First International Social Media Awards at <b>San Francisco</b></li><li>Managed customer relations for participating marketing agencies via social networking platforms</li></ul>
HUL	<ul style="list-style-type: none"><li><b>Runners-up</b> in Hindustan Unilever <b>Unplugged, IMC(Integrated marketing communication)</b> case study</li><li>Presented <b>Detailed Brand Analysis</b> of <b>Dove Brand</b> to the Brand Manager team of HUL</li></ul>
Draft FCB Ulka	<ul style="list-style-type: none"><li><b>Campus Finalist</b> in Comstrat 2010 – <b>Communication Strategy</b> development case study on <b>Nokia</b></li></ul>
Spice Telecom	<ul style="list-style-type: none"><li><b>National Finalist-</b> Spice Bull's Eye Competition on <b>Mobile VAS</b> at <b>IIM Ahmedabad</b></li></ul>

## ACADEMIC DISTINCTIONS

Academic Achievements	<ul style="list-style-type: none"><li><b>Winner</b> in <b>HBR Case study, Techkriti'10</b> at <b>IIT Kanpur</b></li><li>Among <b>Top 1%</b> in NIIT National Aptitude Test amongst 81,000 applicants</li><li><b>Winner</b> in Paper Presentation on Nanotechnology at Tech-festival, J.E.C.R.C Jaipur</li><li>Appreciation certificate in <b>Mathematics Olympiad</b> organized by Delhi Association of Mathematics Teachers</li><li><b>Academic proficiency award</b> for highest marks in Mathematics, Science and Social Science in M.S.M.S.V.</li></ul>
Workshops	<ul style="list-style-type: none"><li><b>Marketing Research Workshop</b> by <b>Nielsen</b> at <b>IIM Ahmedabad</b></li><li><b>Online Marketing Workshop</b> by <b>141 Sercon- A WPP Group Company</b></li></ul>

## LEADERSHIP & POSITIONS OF RESPONSIBILITY

Joint Secretary FMS, Delhi (2009-10)	<ul style="list-style-type: none"><li><b>Led</b> a team of 56 people, <b>Re-Structured</b> the operations of Student Council</li><li><b>Coordinated</b> Conclaves, Symposiums, Workshops with <b>400% increase</b> in guest lectures and industrial workshops</li><li><b>Managed conflicts</b> in issues involving the Dean, the Student Advisory Committee &amp; Faculty</li></ul>
United Nations	<ul style="list-style-type: none"><li><b>Coordinator</b> for <b>United Nations</b> International Year of Youth(<b>IYY</b>) Inaugural Ceremony at FMS</li></ul>
IYCN	<ul style="list-style-type: none"><li><b>Media Relations manager</b> for International Youth Climate Summit (<b>IYCN</b>) attended by delegates from 80 nations at Infosys Hyderabad</li></ul>
Teach India	<ul style="list-style-type: none"><li><b>Coordinator</b> for an NGO-Project 511 under the <b>Teach India</b> Campaign by <b>Times of India</b> in Hyderabad</li></ul>

## INTERNSHIP: NIIT Limited, Gurgaon Sales & Marketing (2 months) Apr'10-Jun'10

Project Title	Establishing Infrastructure Management Courses ( Hardware & Networking Courses) in the North India
Responsibilities	<ul style="list-style-type: none"><li>Channel Development to promote the courses via Institutional Tie-ups and strategic alliances</li><li>Courses Promotions and Sales increment via strategic promotional campaigns and marketing</li></ul>
Methodology	<ul style="list-style-type: none"><li>Feasibility study of initial BTL activities to be carried out to reach the target customer</li><li>Identified Colleges based on: Demographics(Area, age, family income, population) &amp; Reputation of college and placement record of past years</li></ul>
Recommendations	<ul style="list-style-type: none"><li>Standardized service delivery steps and fixed the service gaps at each NIIT center</li><li>Promotional Campaigns to generate awareness mainly via Television commercials and other marketing channels</li></ul>
Achievements	<ul style="list-style-type: none"><li><b>Converted Maximum ( 18 out of 28) Strategic Alliances</b> with Colleges and Educational Institutions</li></ul>

## KEY INDUSTRY PROJECTS

### Titan Fastrack

### Sales & Marketing

Project Title	Market Mapping for Fastrack Accessories
Methodology	<ul style="list-style-type: none"><li>Mapping the usage of the accessories with the culture of the organizations and workforce</li><li>Finding occasions when the accessories could be used by organizations as gift to employees</li></ul>
Recommendations	<ul style="list-style-type: none"><li>Customized accessories for B2B clients and special offers for students</li></ul>

### Saatchi & Saatchi

### Market Research & Strategic Analysis

Project Title	Scenario Planning for 3G Launch in INDIA
Methodology	<ul style="list-style-type: none"><li>Interviewing industry experts involved in 3G auction process and members of TRAI</li><li>Secondary research through reports from reputed corporate houses</li></ul>
Insights	<ul style="list-style-type: none"><li>Methodology of possible 3G Services rollout in India and their impact on Indian consumers</li></ul>
Achievements	<ul style="list-style-type: none"><li>Received accolades for giving relevant insights and possible 3G rollout strategies by major telecom players in India</li></ul>

# SUMIT JASORIA

Male, Indian, 31 years; Languages English, Hindi

skype: [sumitjasoria](#)

[sumitjasoria@gmail.com](mailto:sumitjasoria@gmail.com)  
+91-9971400477, +95-9971935571, +88 01969609360

## KEY INDUSTRY PROJECTS

### Kotak Securities

### Sales & Marketing

Project Title	Developed Distribution Channel and Promotional Campaigns for sales increment of Insurance Products
Methodology	<ul style="list-style-type: none"><li>Increasing the Number of Advisors for increasing the penetration in Markets</li><li>Designing Marketing content and promotional offers for Sales persons</li></ul>
Insights & Recommendations	<ul style="list-style-type: none"><li>Trust Building is most important in the Business and Selling via Contacts and Advisors is crucial</li><li>Selecting central government retired professionals as Advisors</li><li>Conducting Informational sessions on Financial Planning for retired people and government offices</li></ul>

## EXTRA CURRICULAR ACHIEVEMENTS & INTERESTS

Competitions	<ul style="list-style-type: none"><li><b>National Finalist</b> in <b>Movie Making</b> Competition at Director's Cut, SIBM</li><li><b>National Finalist</b> in <b>TATA Think Tank</b>- HR Case study competition, TISS Mumbai</li><li>National Finalist in <b>strategy formulation &amp; development</b> competition, Great Lakes Chennai</li><li><b>Winner</b> of Quiz Competitions organized by Rupa books and Literary Society in J.E.C.R.C.</li><li>Winner in <b>debate competition</b> organized by <b>ICICI Bank</b> Corporate Division</li></ul>
Social Service	<ul style="list-style-type: none"><li><b>Socially Conscious Employee</b> award &amp; <b>Appreciation Certificate</b> for contribution for CSR activities at Infosys</li><li><b>Organized</b> 'Freedom from smoking'-an educational series for the welfare of employees at Infosys</li><li>Active Participant of RRP(Rural Reach Program) at Infosys – Teaching kids of Rural/Nearby Area</li></ul>
Interests	<ul style="list-style-type: none"><li><b>Blogging &amp; Analyzing Advertisements</b></li><li>Reading about <b>latest technical developments</b> in field of <b>mobiles &amp; automobiles</b></li><li>Reading about latest marketing trends and new marketing campaign/product launches across the globe</li></ul>

## PERSONAL DETAILS

Name	SUMIT JASORIA
Skype	<a href="#">sumitjasoria</a>
Email	<a href="mailto:sumitjasoria@gmail.com">sumitjasoria@gmail.com</a>
Mobile Numbers	India : +91 9971 400 477 Bangladesh: +88 0196 96 09360 Myanmar: +95 92 57 30 8284 Myanmar: +95 99 71 93 5571
LinkedIn Profile	 <a href="https://www.linkedin.com/in/sumitjasoria">www.linkedin.com/in/sumitjasoria</a>