

Professional Experience		
Garnish & Serves.	Founder	Oct' 2020 - Jan' 2022
<p>Served 8000+ customers Avg MOM growth 30% Avg customer retention 32%</p> <ul style="list-style-type: none"> Managed ~1500 orders per month across 2 cloud kitchens with total revenue of INR 3.9 million over 18 months Launched additional verticals (Catering, Kitchen Consultancy & Meal Kits Service) which accounted for ~15% of overall revenue Responsible for executing end to end marketing initiatives - social media growth, referral program, influencer & offline marketing Reduced CAC by 30% & increased conversion rate by 50% through optimising performance metrics like CTR, LP conversions, CPL, OTO, upsell & cross-sell Analysed & optimised UI, sales funnel, which resulted in ~40% increase in cart built Created SOPs to streamline operations, improving the order processing TAT by ~70% Managed and trained a team of 7 kitchen staff, 1 marketing & 1 management intern 		
LetsTransport (Diptab Ventures Pvt. Ltd.)	Operation Manager (Trainee)	Sept'2019 – Feb 2020
<ul style="list-style-type: none"> Headed a control room team of 7 and defined performance measuring KPIs for area managers, resulting in ~27% reduction in escalations Led team of 8 supply executive to drive vendor acquisition, revamped the acquisition strategy to onboard 250+ new vendors in 2 months Streamlined operation processes by collaborating with city heads & operation managers, resulting in timely vehicle placement with ~5% improvement in TAT Responsible for managing the P&L of inter-city business which accounted for monthly revenue of INR ~16Lacs Collaborated with the product team to increase driver app adoption by launching ground initiatives which increased the adoption from 15% to 95% in 3 months Negotiated and renegotiated inter-city vendor contracts that resulted in a net savings of ~10% 		
Delhivery	Project Intern	May'2018 - Jan' 2019
<ul style="list-style-type: none"> Created a marketplace for truck booking to successfully onboarded 300+ transporters & 23+ businesses (SMEs, MSMEs & Contract agents) Hired, trained & led a team of 17 supply interns all across country to strengthen the vehicle supply across all the sectors. Conducted in depth market analysis of truck business and created a system to ascertain basic costing of different movements which helped in driving negotiations with vendors Managed vehicle supply of west zone for about 8 months as a part time member which contributed to ~3% of total project's revenue 		
Bhagwati Airexpress Pvt. Ltd.	Assistant Operations Manager	July'2015 - Feb' 2017
<ul style="list-style-type: none"> Managed P&L of Delhivery for FTL business which accounted for 10-15 movements per day Implemented & restructured new tech processes with tech and operation team which reduced TAT by 10%. Improved transparency of operations for all the clients by providing them with real time updates 		
HolaSa (Event and Travel & Tourism)	Founder	Aug'2013 – Feb' 2015
<p>Served 2000+ customers 45 Events 58 Outstation trips</p> <ul style="list-style-type: none"> Executed push marketing campaigns through college networks using MLM techniques. Collaborated with 8 event companies in Delhi and organised parties in top notch clubs with average counter sales of more than 100 invitees in every party. 		

Education Details					
Course	Specialization	University/Board	Institute	Year	%/CGPA
MBA	Innovation & Entrepreneurship	Symbiosis International University	Symbiosis Institute of Business Management (Pune)	2019	7.3/10
B. Com	Commerce	University of Delhi	PGDAV College	2015	66/100
XII	Commerce	CBSE	ITL Public School, New Delhi	2012	87.2 /100

Achievements		
Awards & Achievements	<ul style="list-style-type: none"> The pitch SIBM Pune (Seed funding)-2018 Smart fifty, Department of science and technology (Govt. of India), Top 400 startup ideas in India -2018 IIM-A Business plan competition -2018 IIM-B NSRCEL Business plan competition (top 10 for incubation) The pitch SIBM Pune (Seed funding)-2019 Seed Camp SIBM Pune -2019 SUTRA NMIMS Mumbai -2019 	
Extra-Curricular Activities	Event associate during annual fest of SIBM Pune- TRANSCEND 2018	
Hobbies	Cooking, Travelling & Exploring Music	
Skills	Excel, Sales Funnel, Digital marketing, User Experience (UX), UX Research, wireframes, Prototype, User Experience Design (UXD), Usability testing, Mockup, Figma, Adobe XD	

