

PRACHI RAMTEKE

Senior Product Manager @Reliance Retail | Brand Manager at Raymond Limited | IIMK | Ex-Rakuten | VJTI

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<ul style="list-style-type: none"> Influential and transformative leader having an experience of building product & brands and driving revenue growth through innovative strategy, exceptional team leadership and meticulous project execution, with proven knowledge in retail and Ecommerce Strong sense of product ownership, coupled with a strong passion for technology and innovation keeping customer at the center Superior rapport-building, agency/vendor relations and negotiation skills. Impactful and successful leader proficient in building teams and motivating personnel to reach new levels of performance, aspiring to be Product leader with the growing organization 			
SKILLS			
Product discovery	Product roadmap prioritization	Customer Centricity	Product Strategy and Vision
User Story Mapping	Attention to Detail	Critical Thinking	Business Strategy
Product Delivery	Data Analytics	Process improvements	Change Management
Media Planning and buying	Brand and Digital Marketing	Bringing digitization to retail	Stakeholder management
WORK EXPERIENCE			8 Years
Reliance Retail		Senior Product Manager	June'21 – present
Responsibilities and initiative	<ul style="list-style-type: none"> - Core product team member to launch Ecommerce marketplace on JioMart from conception to go-live - Led UI/UX and engineering team to develop end to end customer experience on the platform. - Prioritized product roadmap aligning product vision with the market needs and business strategy. - Launched Search improvement feature replacing manual keyword to auto keyword, leading to search abandonment rate reduction from 25% to 17%. - Launched affordability levers for customers including Coupons, Loyalty Points, instant card discount, no cost EMI leading to conversion improvement for high-end electronics items by 12%. - Improved the cart, checkout and post purchase journey on platform helped in reducing the cart abandon % and improved customer exp. - Finalized the requirement and roadmap for category specific popularity logic for product listing page, basis the research, data and category inputs, and rolled across category. - Setup instrumentation for JioMart for optimal data tracking across app and web integrating segment, GA, Clevertap for growth marketer. - Finalized the Merchandising platform basis the marketing requirement to make regular merchandising on the platform more flexible for marketing team. - Created the base for communication for MVP across channels SMS, Email,Whats-App – tech persp. - Improved Payment success rate from 70% to 80% during first big sale on JioMart- Bestival Sale - Launched Delivery fee on JioMart in record time which led to AOV increase by 56% and GMV by11% 		
Achievements	<ul style="list-style-type: none"> ▪ An accomplished member of Retail Leadership Academy: top talent from the eligible pool of professionals across the Reliance Retail ▪ Applauded by JioMart CEO as 'Employee of the Month' for demonstrating spectacular work and outstanding performance – Feb 2023 		
Raymond Limited		Brand Manager	May'17 – June'21
Responsibilities & Initiatives	<ul style="list-style-type: none"> ▪ Tailored Edge <ul style="list-style-type: none"> - Conceptualized and implemented unique subscription proposition during Pandemic focusing on changing customer preference and tailoring need gaps with development of dedicated platform, which generated 1.08 Cr subscription revenue from 4k+ subscribers and overall revenue of 3.5 Cr from the program ▪ Store Operations Platform <ul style="list-style-type: none"> - Defined, led, and executed a holistic strategy to improve operational efficiency faced by the team - Collaborate across different functions and vendors to meet the end objective of the product - Managed all the aspects of product lifecycle, including strategy, conceptualization, user research, feature requirements, user interface, prototyping, underwriting, rollout and enhancements - Application helped to enhance the Audit process, store-level Performance Tracking against various KPI ▪ Wedding Pilot Launch <ul style="list-style-type: none"> - Strategized an innovative lead nurturing program keeping customer need at the center, with external and internal research across functions - Pilot launched in key stores, helped to boost sales during the wedding season ▪ Customer Centricity <ul style="list-style-type: none"> - Ideated and implemented the customer-centricity framework for Raymond Signature experience - Improved customer service level with end to end customer complaint process enhancement ▪ Brand Marketing and Campaign Management <ul style="list-style-type: none"> - Heading Retail Marketing for 1000 stores with a team of 50 Area Managers and 2 zonal Marketing Managers - Responsible for driving footfall to stores through various marketing campaigns, to reach 2000Cr annual target - Lead yearly campaign Calendar Planning, Budget Management, Media Planning across ATL and BTL channels - Improved performance of Digital Campaigns by KPI analysis with Google Analytics, keeping CBA as a priority - Maintains Brand salience in-store through music, customer experience, digital presence through content strategy - Brand Management by Conceptualization strategy, Creative development and Brand Identity Creation - Excelled in new product and service launch along with the Go To Market Plan for effective launch - Spearheaded Raymond Brand incorporation in Vidya Balan Starring movie "Shakuntala Devi" - Key interaction: internal - sales and Operations, loyalty, Visual Merchandising, Digital Marketing, Training External: Creative agency, Media agency, Activation agency, Influencers, Vendors 		

Achievements	<ul style="list-style-type: none">An accomplished member of Raymond Leadership Academy: top talent from the eligible pool of 1000 professionals across the Raymond GroupAchieved the place in 30 Under 40 CEO Mentorship program basis rigorous & objective selection process: nurtures and fast-tracks young high potential leaders at RaymondAwarded Most Promising Young talent by CMD from Raymond group for exemplary performanceApplauded by Raymond Retail Director for being actively involved in Raymond Next-Gen initiative	
Rakuten Inc . Japan	Software Developer	Oct '12 - June '15
Roles & Responsibilities	<ul style="list-style-type: none">Android, IOS, Server Side developer<ul style="list-style-type: none">Increased customer base for Rakuten iOS application by 15%, with Smart App Banner implementationCollaborated with Teradata team to ensure efficiency in GMS calculation of the serviceInteracted with clients to understand the business implication and designed appropriate architectureContributed to the project planning phase with clear deliverables and KPIs for each of the development sprintsSpearheaded daily cash transaction feature in an application that improved revenue by 25 %Developed an application to display credit card statements affecting 10 Lakh customers	
Initiatives	<ul style="list-style-type: none">Researched and adapted tool for easy delivery and installation of the test card applicationVolunteered in organizing Rakuten Technology Conference, attended by more than 1000 expertsLed English Promotion in Credit Card Section for 3 successive years	
Achievements	<ul style="list-style-type: none">Nominated for Most Impressive Person from Rakuten Inc. for improvement in revenueRepresented Rakuten in AnDevCon: one-week cross country global android conference held in the USA	
SUMMER INTERNSHIP		2 MONTHS
Channelplay Limited	Sales and Marketing	Apr'16 – May '16
Project Details	<ul style="list-style-type: none">PayUMoney<ul style="list-style-type: none">Performed market research and analysis on POS segment with 500+ retailers in MumbaiFormulated and recommended strategic solution to improve PayUMoney's existing market positionSnapdeal (Shoppo) Seller Acquisition<ul style="list-style-type: none">Onboarded 103 sellers to SHOPPO application in Mumbai with the efficient seller and category selection	
Achievements	<ul style="list-style-type: none">Awarded with A rating for being one in the top 10 interns for the overall performance	
ACADEMIC PROFILE		
MBA	IIM, Kozhikode	2015-17
B.Tech (IT)	VJTI, Mumbai : 8.20/10 CGPA	2008-12
Class XII	V. G. Vaze, Mumbai(Maharashtra Board) : 89.6%	2007-08
Class X	Swami Vivekananda Vidyamandir, Mumbai(Maharashtra Board) : 92.9%	2005-06
INTERNATIONAL EXPOSURE		31 MONTHS
Japan	<ul style="list-style-type: none">Rakuten Inc. Japan<ul style="list-style-type: none">Got trained in Japanese language level N5 to facilitate communication with the Japanese teamCollaborated with team members from diverse cultures - Japan, China, Vietnam, and the USAContributed to Rakuten SmartPay business with 10,000- 50,000 active merchants across Japan	
POSITIONS OF RESPONSIBILITY		
IIM Kozhikode	<ul style="list-style-type: none">Coordinator, Konsult, the consulting interest group at IIMKOrganized Stratagem- a National level strategy event, assisted students in consulting verticalSolicited clients, monitored real-time consulting projects, and developed industry relations	2015-16
VJTI	<ul style="list-style-type: none">Joint-Secretary, Performing Arts - Pratibimb 2011 (National level cultural festival) at VJTILed team of size 100, spearheaded marketing, publicity, and infrastructure activities of eventConceptualized performing events, executed Budget management and supervised eventsSponsorship Manager- Pratibimb 2010 (National level cultural festival) at VJTIInteracted with Airtel, Haware constructions, Pepsico to attract sponsorship of INR 6 Lakh	2010-11 2009-10
AWARDS & ACHIEVEMENTS		
Academic	<ul style="list-style-type: none">Ranked amongst top 10% students in VJTI, in academics under Information Technology streamSecured Rank 17 in Mumbai University amongst 16 lakh students in the class X Board ExamsAwarded Merit certificate in Science Talent Search held by the Bombay science association	2012 2006 2005
B-School Competition	<ul style="list-style-type: none">Achieved the position of campus finalist in Mahindra war room –Trringo Business StrategySecured the position of campus finalist in Tata Steel's Steelathon- Pravesh Marketing strategyAchieved the position of campus finalist in HUL IT Reboot – Digital Marketing for Dove	2016 2016 2016

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