

ACADEMIC DISTINCTIONS

Competitions & Scholarship	<ul style="list-style-type: none"> National Winner for Adverb, pan India Ad making competition; Generated 1500+likes& 500+ shares in 3 days National Runner Up for P&G Case study competition ; Drafted market expansion strategy for AmbiPur brand Campus Winner for ITC Interrobang Season 4; Awarded PPI ; Developed growth strategy for Engage deo National Winner of TAS #Leadershiptome writing contest; Selected from 200+ entries across India as winner National finalist in Mandi '13 ,experimental marketing competition at IIMC, ran live business with 79%ROI Secured 100% scholarship amounting to INR 1.3 MN by Central Government for studies in IIM C
Certifications	<ul style="list-style-type: none"> Certified in Google Analytics & Google Adwords,2015 ;Certified Inbound Methodology from HubSpot Academy,2016 Certified IBM Certified Cognos 10 Report Developer ;Certified IBM Certified Database Associate

WORK EXPERIENCE

Shopclues.Com	Associate Category Manager -Strategy(Electronics)	Apr'16-Present
Responsibility	<ul style="list-style-type: none"> Business Planning& Strategy formulation for Electronic BU consisting-Mobiles,Computers,LA&Accessories Own P&L with monthly GMV of 150 Cr, Lead monthly planning&AOP ,In charge of strategic brand alliances Driving customer experience initiatives & growth and profitability measures; Handling real estate allocation 	
Shopclues.Com	Manager-Category & Merchandizing (Computers)	Apr'15-March'16
Responsibility	<ul style="list-style-type: none"> Category P&L for the entire portfolio of Computers & Peripherals including Laptop, Printers & Monitor On-site merchandising &customer experience, Portfolio-Demand estimation-Pricing-Sales planning & execution Strategic planning for on-site & off-site campaigns & promotions to drive traffic and improve conversions 	
Achievements	<ul style="list-style-type: none"> Achieved 10X growth in sales & decreased cost by 2.5%points over a period of 10 months(March'15-Jan'16) Improved overall conversions upto 300%; Increased CTR by 50% and conversions by 100% through internal search Managed 4 exclusive product launches; Built brand alliances with multiple brands-Intel, Dell, Lenovo, Asus, Canon 	
Additional Projects	<ul style="list-style-type: none"> UI/UX developer for Shopclues mobile App & Desktop; Handled Catalog Enrichment Project for Electronic Project Manager for various cross category and marketplace campaigns including Diwali Sale &Electronics Sale 	
Awards	<ul style="list-style-type: none"> Awarded "Star performing Category" & Best category for driving User experience among all the categories Awarded Star performer for spearheading design & implementation of new UI/UX for Mobile App & desktop 	
Shopclues.Com	Manager-Category & Merchandizing (TV, Audio & LA)	Nov'15-March'16
Role & Achievements	<ul style="list-style-type: none"> Category P&L for the entire portfolio of TV,Audio & LA including TV,AC,Washing Machine & Refrigerators Achieved 2X growth in sales at same cost;40% reduction in bounce rate by designing landing pages improving CE 	
Projects	<ul style="list-style-type: none"> Strategized and launched "Hassle Free Installation" for Large appliances to facilitate installation for customers Leading project to reduce operational efficiency cost through analysis of Logistics & Packing cost for LA Project Manager for launching Extended warranty services and Exchange services for Consumer Electronics 	
Mahindra & Mahindra	GMC Leadership Program-Sales Intern	Apr '14 – May '14
BTL Activations	<ul style="list-style-type: none"> Interned under GM Sales-Mahindra Two Wheeler; National project on efficacy measurement of BTL activities Created a KPI-driven business tool to quantify ROI from strategic investment in BTL activities at various levels Successfully verified scalability and conducted live testing of the tool using real time data from head office 	
IBM India Pvt Ltd	COGNOS Application Developer	Aug '11 – June '13
Roles	<ul style="list-style-type: none"> Coordinated with 100+users across Asia Pacific& Japan as a technical liaison between internal team & clients 	
Achievements	<ul style="list-style-type: none"> Highest rating of 1 (Role Model, given only to top 7% performers) for performance in year 2012 IBM asset co-creator - Part of team that designed automation tool which was incorporated across IBM Achieved 80% reduction in user complaints by creating an analysis report on issues affecting performance Realized 60% reduction in turnaround time and cost by implementing a lean solution for database errors 	

POSITIONS OF RESPONSIBILITY

College Mess Secretary	<ul style="list-style-type: none"> Elected by 450+ students of Men's Hostel; managed procurement, operations and reporting to authorities Handled a budget of INR 9 lakh and managed affairs of 17 mess workers including their daily wages
Marketing Convenor	<ul style="list-style-type: none"> Marketed national level cultural festival with a budget of INR 15 lakh;90+ colleges participation ;50 events Led a team of 200 and successfully achieved 25% increase in footfall &40% increase in participation Y-O-Y

CO-CURRICULAR & EXTRA CURRICULAR ACHIEVEMENTS

Live Projects	<ul style="list-style-type: none"> ITC : Evaluated S&D network and identified 9% potential reduction in transportation time & cost Beiersdorf : Designed digital engagement roadmap for NIVEA MEN ; utilized learning from habit theory ABG : Identification of supply chain best practices in cement;suggested technique with 10% potential cost reduction JokaTees: Venture for Apparel design & sales; Received INR 1 lakh worth orders in 1st month; Realized profit of 26 K
Sports	<ul style="list-style-type: none"> 3rd prize in South Zone Volleyball competition '05 for CBSE Schools,1 of 3 teams representing Kerala 3rd prize from among 12 teams all over Kerala in Cluster VI Volleyball competition'05 for CBSE School