

# Ulhas K Udayakumar

Date of birth: 5 Dec 1989

Total Work Experience: 39 months

Current Designation: Senior Account Manager

Current company: Snapdeal

Current location: Bangalore

#29, G.M Cottages

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Bangalore 560073

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## CURRENT EXPERIENCE

17 months

Snapdeal	Senior Account Manager	May 15 to present
<b>Roles and Responsibilities</b>	<b>Current</b>	<ul style="list-style-type: none"> <li>Since April 2016 I have been handling Men's Fashion for Delhi region.</li> <li>Handling project management for special projects conducted like SD+ saliency, ship near saliency etc.</li> <li>Been actively coordinating with various teams in assisting the regional head with driving targets and revenue for the team. Adding value to the sellers business by providing them sourcing strategy, data analysis and incorporating the e-commerce method of doing business into the traditional form of distribution.</li> <li>Single point of contact for all merchants to achieve quality product and service norms by resolving their service related critical issues</li> <li>Help in managing the catalog for all categories and recommending new categories as per e-commerce Dynamics</li> <li>Establish and maintain harmonious work relationships with Merchants</li> <li>Responsible for new Merchant Acquisition and building pipeline</li> <li>Coordinating with merchants with marketing and sales promotion activities</li> <li>Coordinating with developers, designers to post best of the product images and enhance the aesthetic of the website</li> <li>Closely working with Business Development team to acquire new merchants.</li> </ul>
	<b>Past</b>	<ul style="list-style-type: none"> <li>Handle Key Sellers of mobiles, Tablets and accessories since May 2015 till March 2016.</li> <li>Was handling the highest revenue generating accounts for south India region.</li> <li>Was responsible for driving pilot project on Saliency.</li> </ul>
<b>Achievements</b>		<ul style="list-style-type: none"> <li>Have improved my Salience from 3% to 68% in a span of 2 months.</li> <li>Launched a Snapdeal exclusive mobile brand</li> <li>Got multiple brand aligned deals for powerbanks that sold maximum quantity for any given promotion plan</li> <li>Sourced multiple foreign brands to start doing business with Snapdeal</li> <li>Handle the highest revenue generating sellers for snapdeal in South India</li> </ul>

## EDUCATION

Year	Degree	Institute	Percentage
2015	PGDM	T. A. Pai Management Institute, Manipal	64.7%
2011	B.E(Mech)	Bangalore Institute of Technology, Bangalore	63.1%
2007	HSC(12 <sup>th</sup> )	Presidency College, Bangalore	77.7%
2005	SSC(10 <sup>th</sup> )	Presidency School, Bangalore	82.5%

## INTERNSHIP EXPERIENCE

Apr' 14 – May '14

Titan	Marketing / Sales
<b>Project</b>	STUDY OF CONSUMER BUYING PROCESS FOR SONATA WATCHES
<b>Description</b>	<ul style="list-style-type: none"> <li>To understand the consumer buying behavior</li> <li>To study the customer profile</li> <li>To check for gaps in the product line for Sonata watches</li> </ul>

PREVIOUS EXPERIENCE		22 months
Wipro Technologies	Project Engineer	Aug' 11 to '13
Roles and Responsibilities	<ul style="list-style-type: none"> <li>• Complete end to end involvement in designing automobile plastic components</li> <li>• Requirement gathering, data management client interaction and concept design</li> <li>• Design of steering system, instrument panel and Console assembly</li> <li>• Worked in Oshkosh and Mecaplast projects (Automobile domain)</li> </ul>	
Awards	<ul style="list-style-type: none"> <li>• <b>Champion at work:</b> Presented to the person who excels collaborative working skills throughout the project</li> <li>• <b>Feather in my cap:</b> Presented for the outstanding contribution and involvement going beyond the role and scope of the project</li> </ul>	
PROJECTS		
TAPMI	BRAND PERCEPTION FOR AMULYA MILK POWDER- B2C market research to gain the brand perception for Amulya to reach a wider audience and newer consumers.	2014
ACHIEVEMENTS		
<ul style="list-style-type: none"> <li>• Took part in <b>BAJA SAE INDIA 2011</b>, a national level car making and racing competition</li> <li>• Part of <b>NCC</b> and passed the "A" certificate examination</li> </ul>		2011 2004
POSITIONS OF RESPONSIBILITY		
TAPMI	• Member of Projcom at Brandscan	2013-2015
BIT	• Placement coordinator	2009-2011
BIT	• Captain of Team Stallion, Representing B.I.T in BAJA SAE INDIA	2010-2011
EXTRA CURRICULAR ACTIVITIES		
Sports	<ul style="list-style-type: none"> <li>• Cricket, Badminton, Swimming</li> </ul>	
Interests	<ul style="list-style-type: none"> <li>• Photography, travelling</li> </ul>	
Languages known	<ul style="list-style-type: none"> <li>• English, Hindi, Malayalam, Tamil, Kannada</li> </ul>	
PERSONAL ATTRIBUTES	<ul style="list-style-type: none"> <li>• Excellent communication skills (Oral &amp; Written)</li> <li>• Good presentation skills</li> <li>• Ability to work under pressure</li> <li>• Good interpersonal skills</li> <li>• Decision making capability</li> <li>• Excel and PowerPoint proficiency</li> </ul>	
REFERENCES		
Rajan Iyer	Director at Snapdeal Head Account Management – Snapdeal <a href="mailto:rajan.iyer@snapdeal.com">rajan.iyer@snapdeal.com</a> Ph: 7899901017	
Prof. Simon George	Professor – T A Pai Management Institute(TAPMI) <a href="mailto:Simon@tapmi.edu.in">Simon@tapmi.edu.in</a> Ph: 9449061401	