

VIVEK

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ACADEMIC QUALIFICATIONS

Examination	Year	Board/University	CGPA/ %
MBA/PGDM (Marketing)	2011-13	IIM Calcutta	5.79/9 or (64.3%)
B. Tech (Electrical Engineering)	2005-09	CV Raman College of Engineering	7.5/10 or (75%)

WORK EXPERIENCE

Drishti-soft Solutions (Ameyo)

Sales Manager (Major Accounts)

Sep 2015- Current

Key Responsibilities

- Handling the complete sales process for the Ameyo product suite for all the major accounts of entire South India region.
- Become an expert in generating repeat business and **account management** of existing customers
- Maintain an excellent relationship with clients in order to provide the highest level of customer satisfaction.
- Responsible for generating new leads and business for the company
- Handling end to end sales; manage multiple, complex sales cycles
- Partner with cross-functional resources to drive deal collaboration.
- Build and maintain the **product knowledge** and understand competitive landscape for Ameyo product and services.
- Prepare accurate **sales forecasts** and sales cycle reporting via the company CRM.

WORK EXPERIENCE

Prajnam Solutions Pvt Ltd.

Business Associate

2015

Key Responsibilities

- Working on **IT presales** for new leads, lead generation; creating case studies, marketing brochures
- Designing **marketing plans**, reports, brochures, emails by competitive analysis, market study
- Working on **business development** of software product- research potential clients, maintain **CRM**
- Assisting **product managers** and technical team of the company for new software product design
- Customizing product as per client; Improving user interface of the website, product's functionalities

Manthan Software Services Pvt. Ltd.

Management Trainee

2013

Key Responsibilities

- Worked in two departments- provided business analysis, marketing reports, newsletters, case studies
- Handling new client's **pilot process**, floor operations, **client relationships**; user feedbacks
- Implemented key process improvements in highest revenue generating units after SWOT analysis
- Deployed **robust reporting for clients**, saved clients' time for their final reporting for billing
- Appreciation for a major project of streamlining CDA template management system for a client

INTERNSHIP

Web Spiders India Pvt. Ltd.

Business Analyst

2012

Responsibility

- Worked for an **e-commerce** client; Performed requirement analysis, market study & competitive analysis

Pi Media Services

Digital Marketing Analyst

Key Responsibilities

- Successfully drafted proposal for **Digital media marketing** & website revamp for matrimonial website
- Increased traffic by designing online marketing campaign (**SEO, SMM**) for matrimonial website

WORK EXPERIENCE

Infosys Technologies Ltd.

Systems Engineer

2010-2011

Key Responsibilities

- Worked in **Product Engineering** Department directly from **client location** of Juniper Networks
- Worked on testing and revising Juniper's technical, configuration guides for their routers, switches
- Creating, revising, editing, and proofreading content requirements by working closely with SMEs
- Reduced documentation time span by **30%** by innovative approach & formulating optimized template
- **Only fresher** selected **out of 500** employees to work from client location of **Juniper Networks**

LIVE PROJECTS

ITC

- Identified qualitative parameters to measure effectiveness of various **ITC trade promotions**
- Recommended Effectiveness matrix and baseline sales improvement to measure effectiveness
- Impact of volunteers' work and capturing realities of volunteer intervention on child rights in Kolkata
- Assessment of **Right to Education** as an Act and its current reality in select areas of Kolkata

Academic Projects

ICT

- Prepared a Business model to connect a **web of villages** through **ICT** by a hub and spoke model

Startups	▪ Bridging gaps between villagers and companies by data collection, analysis in Indian villages
Strategic Brand Management	▪ Explored potential marketing opportunities using IRCTC information repository; presented to MD, IRCTC ▪ Chalked out a road map for revenue generation and won appreciation of MD, IRCTC
Vodafone	▪ Business model to use Vodafone services to cater to the needs of bottom of pyramid customers

EXTRA CURRICULAR ACHIEVEMENTS

Ad Making	▪ 1st prize, Airtel's Ad Making Contest on theme 'Har Friend Zaroori Hota hai' in IIM Calcutta (2012)
Literary	▪ 1st prize , Turn Coats extempore event in "Phasor 2008" at college level among 25 participants
Persona	▪ Wrote articles for online magazines, e.g., SportsKeeda , received a readership of more than 10, 000
Dramatics	▪ Member, Persona-The Literary Club: Wrote articles for the Inquest magazine of IIM Calcutta
Quiz	▪ Script writer, actor and director of a skit in the college annual function, CVRCE,2007 ▪ 1 st prize, quiz competition at college level in "Aayam 2008" among 30 participants, CVRCE

Date of Birth: 09 Dec 1985

Marital Status: Single

Current Location: Bangalore