

WORK EXPERIENCE**Flipkart - Key Account Manager – Small Home Appliance Category-** [03rd Dec'15- present]

- **Brand Relationship Management:** Managed a portfolio worth 500 Mn Anually.
 - Managed key brands to develop on 4Ps, selection design and assortment to grow in volume and value with an achieved growth rate of 30% YOY.
 - Launched multiple new brands like that combined together give extra 2% GMV to the category.
- **Topline Growth** – contributed 20% more compared to last year through high ASP verticals.
 - Expanded high ASP verticals like water purifier, air purifier, vacuum cleaner
 - Launched new verticals like sewing machine, room heater and geysers.
- **BottomLine Growth-** Contributed by 3% to bottomline growth by
 - Optimizing returns (2%), Supply Chain (0.5%), managing working capital.
 - Improved Gross profit of the by category adding 5% extra margin from my brands.
- **Pitched Flipkart as a premium advertising platform**
 - Enabled targeted marketing for brands and handle brand launches. Achieved 37% of total advertising revenue target set by category, against a targeted contribution of 25%.
- **Projects undertaken- Integrate Post sales customer service**
 - Integrated no cost EMI scheme for premium customer service in High ASP verticals
 - Enable return tech visit and post sales marketing for personalized product usage assistance.

Amazon India - Account Manager - [14th April 2014- 20th Nov 2015]

- Managed Strategic Sellers to increase Assortment and Gross sales. Achieved 96% of my selection expansion target in year and 87% of my GMV target in 2015
- **Projects undertaken: Sponsored Ads pilot-** Launched 30 pilot sellers for sponsored Ads. Managed those sellers to grow their revenue on platform and bring ROI to them through sponsored Ads.

Humanitics Dimensions s/w pvt. Ltd – Presales Executive – [3th July'13- 31st March 2014]

- Requirement identification, process flow design, Bid for RFPs and close the bid.

Summer Internship at IMT [9th Apr – 15th Jun'12]**DFM Foods Ltd. - Consumer Behaviour Study in packaged snack food industry**

- To identify the top of mind brands and their strengths in each segment.
- To identify the top consumption Audience and patterns in terms of taste, needs and occasions.

EDUCATIONAL BACKGROUND

| Degree | College/ University | Stream | Year | % of marks |
|--------|--|-----------|------|------------|
| PGDM | IMT Ghaziabad (PGDM) | Marketing | 2013 | 75.68 |
| B-Tech | IEC College of Engineering & Technology (UPTU) | IT | 2010 | 71.7 |
| XII | Delhi Public School Ghaziabad (CBSE) | - | 2006 | 77.4 |
| X | Delhi Public School Ghaziabad (CBSE) | - | 2004 | 88 |

PROJECTS UNDERTAKEN

- **Short Term Project to drive sales amongst potential customers** [Bhushan Steels]
 - Identified and pitched to the possible target customers for new color coated steel.
- **Academic Project on Business Unit Strategic Decisions** [Strategy Management, Kingfisher Airlines]
 Identified the strategic decisions that went wrong. Proposed alternative strategies and a positioning strategy along with rebranding exercise.