

# Ashok Antony Prakash M

3.4 years of experience in  
Business Management

I seek challenging assignments with an opportunity to  
enhance my skills and meet company goals and objectives



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## Work Experience

12/2015 – Present

### Account Manager - Operations AskmeFurniture.com

An Askme Group Company

Bangalore, India



- Heading a category vertical and managing key vendors
- Responsible for promotional campaigns for the assigned category and optimize landing pages through Google Analytics report
- Getting the best prices of products from vendors for promotional activities.
- Plan the merchandising calendar and wireframe for entire Home category for the website and various Marketing channels and ensure its effective execution.
- Assortment planning to maximize seasonal and eccentric sales

03/2014 - 07/2015

### Sales Associate

#### Amazon Seller Services & Prione Business service

An Amazon & Catamaran Venture

Chennai, India



- Define the seller base and industry verticals for various Amazon services using Market knowledge
- Identify valuable sellers and selection for Amazon services
- To generate market information, and bring in regional expertise & local flavour in sourcing
- Acquire vendors with valuable selection and establish long-term partnerships
- Drive vendors to bring in valuable selection on the platform to enhance customer shopping experience

06/2013 - 03/2014

### Associate BDM (MT)

#### Staples India

Staples Inc and Future Group Joint Venture

Chennai, India



- To liaise with large corporate entities and get contractual businesses & develop relationships to ensure regular business from the Account.
- Interface with existing strategic customers and drive RFQ process.
- To assist with the preparation of contractual agreements and ensure that these are fully adhered to
- Client Accounts Handled during the tenure: Alstom • Kone Elevators & Escalators • Valeo Systems • Bally Technologies • Par pharmaceutical • Renault Nissan

## Education

08/2011 - 05/2013

### Master of Business Administration, Marketing Acharya's Bangalore B-School

Bangalore, India

08/2008 - 04/2011

### Bachelor of Science, Physics

SIES College of Arts, science and commerce

Mumbai, India

## Skills & Competences

Category Management

Key account Management

Inventory Management

Promotion Management

Site Merchandising

Leadership

Team Management

## Achievements

Best out Going Student of the year (MBA) (06/2013)

Selected as "The Student of the year" for the academic year (2011-2013)

Best Performer (Category AM Team) - Mebelkart.com (03/2016 - 07/2016)

## Personal Projects

Holistic Marketing Approach of Arvind Ltd  
(01/2013 - 03/2013)

- The Project emphasis on the development of Marketing design & implementations of marketing programs, processes and activities of Arvind Ltd



Organisational Study of BHEL Hyderabad  
(08/2012 - 09/2012)

- Understanding the organisational structure and responsibilities of each departments



## Certificates

Google Analytics (09/2016 - 03/2018)

The Google Analytics Qualification is a demonstration of proficiency in Google Analytics tool



Google Adwords (10/2016 - 10/2017)

An AdWords certification allows individuals to demonstrate that Google recognizes them as an expert in online advertising



## Languages

English

Expert

Hindi

Upper-intermediate

Tamil

Native or Bilingual