



AZAD VIRADIYA

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OBJECTIVE

To obtain a responsible and challenging growth oriented position where my skills and abilities will have a valuable application for the growth of an organization and to achieve common goals.

SUMMARY

- Marketing management professional, with more than 4+ years of experience in Telecom & Ecommerce industry in the area of **Marketing, Business Development, Client Management, Business Strategy and Operations Management.**
- Excellent **analytical and problem solving skills**, Consumer Analytics and Insights, and Optimizations through GAP Analysis.
- **Good communication** and **strong interpersonal** and writing skills. Possessing a **flexible & goal oriented attitude**
- **Good team player**, with ability to adapt to various situations and roles, and to **perform under pressure.**
- Prompt in taking up roles and responsibilities, beyond the scope of the assigned domain as well.
- Proven track record of **consistent growth** and **achieving revenue targets** with profitability norms by managing a business worth **300mn** annually.
- **PGDM** from BITM, Pune and **BE** from SVMIT, Bharuch.

EXPERIENCE

4 Years

January 2015 till date

Fabdeal Pvt. Ltd.

Assistant Manager – B2C Marketing

- **Business Strategy:**
 - Development, analysis and improvement of new strategies and procedures.
 - Developing and achieving performance goals & objectives in line with the management vision and goals.
 - Establish and adjust selling prices by monitoring costs, competition and supply and demand to ensure P&L.
 - Understanding the quickly changing ecommerce industry landscape, find opportunities and prioritise based on the internal capabilities to stay ahead in the competition.
- **Client Management:**
 - Develop deep and cordial relationship with all the clients to drive relationship from the strategic to tactical.
 - Understanding the business terms of the respective client, based on the terms deriving business strategies.
 - End to end management of clients: starting from new products content writing, uploading and listing, inventory management, pricing management, order processing, returns and payments reconciliation etc.
 - Worked with all the leading market places like Flipkart, Myntra, Amazon, Jabong, Homeshop18, Snapdeal, Paytm, Shopclues, eBay, Infibeam and many other leading ecommerce players.
- Developed a thorough understanding of ecommerce market- short term and long term trends, make forecasts based on.
- Build and groomed a strong team of 15 team members to deliver across all the functions includes KAMs, TLs.
- Responsible for building and growing healthy Relationship with existing and new clients by interpersonal and client management skills.
- Ability to connect with people across teams, levels and figuring out how to get the work done.
- Always willing to take calculated risks to grow the business and take it to new heights.
- P&L responsibility, formulating strategy, converting strategy into business plan and executing it with team to deliver results.
- End to end working experience on unicommerce.com.
- **Additional Responsibilities:**
 - Interviewing new hires, training and motivating team members.
 - Planning, assigning and directing work.
 - Effective conflict resolution with clients and internal departments.
 - Monthly analysis of Sales, Dispatch and Return shipments.

- Responsible to deliver top line Revenue targets and enhancing the revenue for the organization as well as for the clients.
- Handling Sales presentation to the new/existing Client of all the VAS products based on SMS, Voice & WAP services.
- Responsible for Managing the Accounts to ensure repeat business and increased sales.
- Responsible for handling all the Corporate Communications with Reliance Communications, Vodafone and Idea for all VAS products of Netway India Pvt. Ltd.
- Responsible for building and growing healthy Relationship with existing and new clients by interpersonal skills.
- Analysing data, trends and providing MIS reports on current performance and inputs for growth.
- Defining the Business Strategies of promotions of products over other mediums and find out the different ways of promotions to reduce dependency on telcos in a cost effective way.
- Launching New Products and Services in Coordination with Product and Technical teams to drive the End to End product life cycle management of services from Conception, Creation, Pricing, Launch, Promotions, Marketing activity to Revenue management and Post launch analysis.

EDUCATION

- ✎ **PGDM (Telecom)**, from Balaji Institute of Telecom Management, Pune in 2012.
Secured 71.40% with **First Class with distinction**
- ✎ **B.E. (Electronics & Telecommunication)**, from Shri S'ad Vidya Mandal Institute of Technology, Bharuch, VNSGU in 2009.
Secured 66.00% with **First Class with distinction**
- ✎ **XII** from R. S. M. Poonavala Sarvajanic Experimental School, Surat, GSHSE Board in 2004.
Secured 65.23% with **First Class**
- ✎ **X** from Bright Land High School, Surat, GSE Board in 2002.
Secured 84.00% with **First Class with distinction**

IT SKILLS

Programming Languages	: C, Assembly Language Programming
Operating Systems	: Windows XP/Vista/7/8
Others	: Microsoft Projects, SPSS, MS Office (Excel, Word, Power point, Outlook etc.).

SKILL ENHANCEMENT

- ✎ Digital Marketing: Pursuing an advanced level course on Digital Marketing to gain the skillset of digital marketer.
- ✎ Proficient in Excel – Excellent verbal and written communication with interpersonal skills.
- ✎ Attitude –the seminar laid importance on positive attitude conducted at SBS Pune.
- ✎ Gone through various seminars and rigorous training program of personality development thorough Indian Army personnel.
- ✎ Abscissa certified A+ overall personality based on various tests taken across all personal traits.

APART FROM

- ✎ Having business insights of diamond and textile industries with experience in stock trading and knowledge about stock markets.
- ✎ Organized various events at graduate and post graduate level and held different positions of responsibilities.
- ✎ Participated in blood donation camp in 2004 and 2005 organized by Surat Raktdan Kendra and research center, Surat.
- ✎ Participated in social service camp with KiMaaya cleft centre for identification of cleft lip & palate patients in Sep. 2009 at Silvassa and in Dec. 2009 Bhilad.
- ✎ Participated in various running, camping, and swimming like adventurous events.

PERSONAL VITAE

- Date of Birth : 8th May 1987
- Languages Known : English, Hindi, Gujarati, French(Basic)
- Marital status : Married