

ACADEMIC DISTINCTIONS

Competitions & Scholarship	<ul style="list-style-type: none"> ▪ National Winner for Adverb, pan India Ad making competition; Generated 1500+likes& 500+ shares in 3 days ▪ National Runner Up for P&G Case study competition ; Drafted market expansion strategy for AmbiPur brand ▪ Campus Winner for ITC Interrobang Season 4; Awarded PPI ; Developed growth strategy for Engage deo ▪ National Winner of TAS #Leadershiptome writing contest; Selected from 200+ entries across India as winner ▪ National finalist in Mandi '13 ,experimental marketing competition at IIMC, ran live business with 79%ROI ▪ Secured 100% scholarship amounting to INR 1.3 MN by Central Government for studies in IIM C
Certifications	<ul style="list-style-type: none"> ▪ Certified in Google Analytics & Google Adwords,2015 ;Certified Inbound Methodology from HubSpot Academy,2016 ▪ Certified IBM Certified Cognos 10 Report Developer ;Certified IBM Certified Database Associate

WORK EXPERIENCE

Shopclues.Com	Associate Category Manager -Strategy(Electronics)	Apr'16-Present
Responsibility	<ul style="list-style-type: none"> ▪ Business Planning& Strategy formulation for Electronic BU consisting-Mobiles,Computers,LA&Accessories ▪ Own P&L with monthly GMV of 150 Cr, Lead monthly planning&AOP ,In charge of strategic brand alliances ▪ Driving customer experience initiatives & growth and profitability measures; Handling real estate allocation 	
Shopclues.Com	Manager-Category & Merchandizing (Computers)	Apr'15-March'16
Responsibility	<ul style="list-style-type: none"> ▪ Category P&L for the entire portfolio of Computers & Peripherals including Laptop, Printers & Monitor ▪ On-site merchandising &customer experience, Portfolio-Demand estimation-Pricing-Sales planning & execution ▪ Strategic planning for on-site & off-site campaigns & promotions to drive traffic and improve conversions 	
Achievements	<ul style="list-style-type: none"> ▪ Achieved 10X growth in sales & decreased cost by 2.5%points over a period of 10 months(March'15-Jan'16) ▪ Improved overall conversions upto 300%; Increased CTR by 50% and conversions by 100% through internal search ▪ Managed 4 exclusive product launches; Built brand alliances with multiple brands-Intel, Dell, Lenovo, Asus, Canon 	
Additional Projects	<ul style="list-style-type: none"> ▪ UI/UX developer for Shopclues mobile App & Desktop; Handled Catalog Enrichment Project for Electronic ▪ Project Manager for various cross category and marketplace campaigns including Diwali Sale &Electronics Sale 	
Awards	<ul style="list-style-type: none"> ▪ Awarded “Star performing Category” & Best category for driving User experience among all the categories ▪ Awarded Star performer for spearheading design & implementation of new UI/UX for Mobile App & desktop 	
Shopclues.Com	Manager-Category & Merchandizing (TV, Audio & LA)	Nov'15-March'16
Role & Achievements	<ul style="list-style-type: none"> ▪ Category P&L for the entire portfolio of TV,Audio & LA including TV,AC,Washing Machine & Refrigerators ▪ Achieved 2X growth in sales at same cost;40% reduction in bounce rate by designing landing pages improving CE 	
Projects	<ul style="list-style-type: none"> ▪ Strategized and launched “Hassle Free Installation” for Large appliances to facilitate installation for customers ▪ Leading project to reduce operational efficiency cost through analysis of Logistics & Packing cost for LA ▪ Project Manager for launching Extended warranty services and Exchange services for Consumer Electronics 	
Mahindra & Mahindra	GMC Leadership Program-Sales Intern	Apr '14 – May '14
BTL Activations	<ul style="list-style-type: none"> ▪ Interned under GM Sales-Mahindra Two Wheeler; National project on efficacy measurement of BTL activities ▪ Created a KPI-driven business tool to quantify ROI from strategic investment in BTL activities at various levels ▪ Successfully verified scalability and conducted live testing of the tool using real time data from head office 	
IBM India Pvt Ltd	COGNOS Application Developer	Aug '11 – June '13
Roles	<ul style="list-style-type: none"> ▪ Coordinated with 100+users across Asia Pacific& Japan as a technical liaison between internal team & clients 	
Achievements	<ul style="list-style-type: none"> ▪ Highest rating of 1 (Role Model, given only to top 7% performers) for performance in year 2012 ▪ IBM asset co-creator - Part of team that designed automation tool which was incorporated across IBM ▪ Achieved 80% reduction in user complaints by creating an analysis report on issues affecting performance ▪ Realized 60% reduction in turnaround time and cost by implementing a lean solution for database errors 	
POSITIONS OF RESPONSIBILITY		
College Mess Secretary	<ul style="list-style-type: none"> ▪ Elected by 450+ students of Men's Hostel; managed procurement, operations and reporting to authorities ▪ Handled a budget of INR 9 lakh and managed affairs of 17 mess workers including their daily wages 	
Marketing Convenor	<ul style="list-style-type: none"> ▪ Marketed national level cultural festival with a budget of INR 15 lakh;90+ colleges participation ;50 events ▪ Led a team of 200 and successfully achieved 25% increase in footfall &40% increase in participation Y-O-Y 	
CO-CURRICULAR & EXTRA CURRICULAR ACHIEVEMENTS		
Live Projects	<ul style="list-style-type: none"> ▪ ITC : Evaluated S&D network and identified 9% potential reduction in transportation time & cost ▪ Beiersdorf : Designed digital engagement roadmap for NIVEA MEN ; utilized learning from habit theory ▪ ABG : Identification of supply chain best practices in cement;suggested technique with 10% potential cost reduction ▪ JokaTees: Venture for Apparel design & sales; Received INR 1 lakh worth orders in 1st month; Realized profit of 26 K 	
Sports	<ul style="list-style-type: none"> ▪ 3rd prize in South Zone Volleyball competition '05 for CBSE Schools,1 of 3 teams representing Kerala ▪ 3rd prize from among 12 teams all over Kerala in Cluster VI Volleyball competition'05 for CBSE School 	