

WORK EXPERIENCE

- **Manager: Hyperlocal and Ecommerce Operations, Shadowfax Technologies Pvt. Ltd (Present) :**
 - In Charge of running pilots for new projects in operations team to increase efficiency and reduce costs
 - Lead for establishing new vertical process to enable white label goods delivery for pan India clients
- **Head: Sales and Marketing, Cloudplay Technologies Pvt Ltd. (June, 2015 – Jan, 2016):**
 - Marketplace connecting customers to local vendors. Secured **funding** for **\$100,000** through two HNWI investors
 - **B2C**, led a team of 10 to execute the overall company sales & marketing: both ATL & BTL at number of localities
 - Over **8200 app installs**, Organic & Inorganic through running number of location specific relevant campaigns
 - Collaborated with team of number of developers, content writers and interface designers to launch new functionalities on the app & backend of product
 - **Pivoted the business model to B2B**, to manage the sourcing of *Hotels and Restaurants* grocery categories
 - Delivered recurring business for over 20 lakhs from 16 small-medium sized businesses in just 5 weeks
- **Project Manager, Shopsense Retail Technologies (Nov, 2014 - Aug, 2015):** Now branded as- www.gofynd.com
 - **Direct single liaison:** Single Point of contact for the major retail players all over the country such as *Nike, Levis, Being Human, Decathlon, Nautica, USPA, Decathlon* etc.
 - Responsible for leading sales meetings for product pitching and demo to the clientele & potential prospects
 - In charge for all client queries pre and post project completion, making sure the technology is running without any complications, ensuring positive relationship with the brands (clients)

PROJECTS

- **Business Development Head, Risemetric Digital Technologies LLP (Jan, 2016 – May, 2016) :**
 - Worked on **project based targets** to sign up clients for the Digital Marketing services provided by the company
 - Brought on board companies *TVF, Toppr.com, Sony LIV* for yearly contracts adding **65 lakhs** in direct revenue
- **Product Development Manager, Click Labs. India (Aug, 2014 - Oct, 2014):** www.click-labs.com
 - Managed 7 different projects while handling daily meetings with on-site clients all over the globe, simultaneously working with multiple dynamic teams on manifold platforms including **Jugnoo**, over **\$50 million** valuation today
 - Devised the **product design** starting from scratch till final rollout for *TaxiHawk*, major in-house product **sold to over a dozen businesses** over multiple countries

AWARDS & EXTRA CURRICULARS

- **Brilliant Student Scholarship:** Outstanding performance in the All Rajasthan Talent Search Exam, Jaipur
- **Navyug Vikas Sansthaan:** Regular volunteer for teaching science, soft skills & sports to school children
- **Gold Medal, 47th & 49th Inter IIT:** Won tournament twice in Roorkee, and in Kharagpur as Institute Captain
- **Best Team of the Year:** Captain of our ardent team grabbing the Best Team title after a decade (2013-14)
- **Best Player of the Tournament:** Twice in a row for the yearlong Inter Hostel Football Tournament (2012-14)
- Awarded **Institute Blazer:** *Highest sports award* for performance by Board for Sports Activities(BSA) (2013-14)

POSITIONS OF RESPONSIBILITY

- **Overall Coordinator, Sportech'13 IIT DELHI (Dec, 2013- Mar, 2013) :**
 - Led a team of **15 Coordinators** and **120 Activity heads** to conduct 15 competitive events across 5 days
 - Spearheaded 20 member marketing team to achieve 40% increase in cash sponsorship to **Rs 5.6 lacs**
 - Regularly monitored teams from **65+ colleges** auditing expenses and minimizing total expenditure by 22%
- **Captain, Institute Football Team (Aug, 2013- Mar, 2014):**
 - **Established the first ever partnership** with the **Baichung Bhutia Football Academy**, facilitating top foreign tactical and fitness coaches for institute team
 - Encouraged inter college participation by inviting clubs to foster match temperament among team mates
- **Member, Executive Committee, BSA (Jan, 2013- Mar, 2014):**
 - Structured first of its kind automated online database keeping record of all BSA attendance & activities
 - Worked with Sportswave to analyse player statistics using video highlights to identify precise performance details