

# VIVEK

Mobile No- 08553455902

Email: vivek2013@email.iimcal.ac.in



## ACADEMIC QUALIFICATIONS

Examination	Year	Board/University	CGPA/ %
MBA/PGDM (Marketing)	2011-13	IIM Calcutta	5.79/9 or (64.3%)
B. Tech (Electrical Engineering)	2005-09	CV Raman College of Engineering	7.5/10 or (75%)

## WORK EXPERIENCE

**Drishti-soft Solutions (Ameyo)**      **Sales Manager (Major Accounts)**      **Sep 2015- Current**

<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>Handling the complete sales process for the Ameyo product suite for all the major accounts of entire <b>South India region</b>.</li><li>Become an expert in generating repeat business and <b>account management</b> of existing customers</li><li>Maintain an excellent relationship with clients in order to provide the highest level of customer satisfaction.</li><li>Responsible for generating new leads and business for the company</li><li>Handling end to end sales; manage multiple, complex sales cycles</li><li>Partner with cross-functional resources to drive deal collaboration.</li><li>Build and maintain the <b>product knowledge</b> and understand competitive landscape for Ameyo product and services.</li><li>Prepare accurate <b>sales forecasts</b> and sales cycle reporting via the company CRM.</li></ul>
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## WORK EXPERIENCE

**Prajnam Solutions Pvt Ltd.**      **Business Associate**      **2015**

<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>Working on IT <b>presales</b> for new leads, lead generation; creating case studies, marketing brochures</li><li>Designing <b>marketing plans</b>, reports, brochures, emails by competitive analysis, market study</li><li>Working on <b>business development</b> of software product- research potential clients, maintain <b>CRM</b></li><li>Assisting <b>product managers</b> and technical team of the company for new software product design</li><li>Customizing product as per client; Improving user interface of the website, product's functionalities</li></ul>
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**Manthan Software Services Pvt. Ltd.**      **Management Trainee**      **2013**

<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>Worked in two departments- provided business analysis, marketing reports, newsletters, case studies</li><li>Handling new client's <b>pilot process</b>, floor operations, <b>client relationships</b>; user feedbacks</li><li>Implemented key process improvements in highest revenue generating units after SWOT analysis</li></ul>
<b>Initiatives</b>	<ul style="list-style-type: none"><li>Deployed <b>robust reporting for clients</b>, saved clients' time for their final reporting for billing</li></ul>
<b>Achievements</b>	<ul style="list-style-type: none"><li>Appreciation for a major project of streamlining CDA template management system for a client</li></ul>

## INTERNSHIP

**Web Spiders India Pvt. Ltd.**      **Business Analyst**      **2012**

<b>Responsibility</b>	<ul style="list-style-type: none"><li>Worked for an <b>e-commerce</b> client; Performed requirement analysis, market study &amp; competitive analysis</li></ul>
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**Pi Media Services**      **Digital Marketing Analyst**

<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>Successfully drafted proposal for <b>Digital media marketing</b> &amp; website revamp for matrimonial website</li><li>Increased traffic by designing online marketing campaign (<b>SEO, SMM</b>) for matrimonial website</li></ul>
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## WORK EXPERIENCE

**Infosys Technologies Ltd.**      **Systems Engineer**      **2010-2011**

<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>Worked in <b>Product Engineering</b> Department directly from <b>client location</b> of Juniper Networks</li><li>Worked on testing and revising Juniper's technical, configuration guides for their routers, switches</li><li>Creating, revising, editing, and proofreading content requirements by working closely with SMEs</li></ul>
<b>Initiatives</b>	<ul style="list-style-type: none"><li>Reduced documentation time span by <b>30%</b> by innovative approach &amp; formulating optimized template</li></ul>
<b>Achievements</b>	<ul style="list-style-type: none"><li><b>Only fresher</b> selected out of <b>500</b> employees to work from client location of <b>Juniper Networks</b></li></ul>

## LIVE PROJECTS

<b>ITC</b>	<ul style="list-style-type: none"><li>Identified qualitative parameters to measure effectiveness of various <b>ITC trade promotions</b></li><li>Recommended Effectiveness matrix and baseline sales improvement to measure effectiveness</li></ul>
<b>NGO CRY</b>	<ul style="list-style-type: none"><li>Impact of volunteers' work and capturing realities of volunteer intervention on child rights in Kolkata</li><li>Assessment of <b>Right to Education</b> as an Act and its current reality in select areas of Kolkata</li></ul>

## Academic Projects

<b>ICT</b>	<ul style="list-style-type: none"><li>Prepared a Business model to connect a <b>web of villages</b> through <b>ICT</b> by a hub and spoke model</li></ul>
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<b>Startups</b>	<ul style="list-style-type: none"> <li>▪ Bridging gaps between villagers and companies by data collection, analysis in Indian villages</li> </ul>
<b>Strategic Brand Management</b>	<ul style="list-style-type: none"> <li>▪ Explored potential marketing opportunities using IRCTC information repository; presented to MD, IRCTC</li> <li>▪ Chalked out a road map for revenue generation and won <b>appreciation of MD, IRCTC</b></li> </ul>
<b>Vodafone</b>	<ul style="list-style-type: none"> <li>▪ Business model to use Vodafone services to cater to the needs of bottom of pyramid customers</li> </ul>

## EXTRA CURRICULAR ACHIEVEMENTS

<b>Ad Making</b>	<ul style="list-style-type: none"> <li>▪ 1st prize, <b>Airtel's</b> Ad Making Contest on theme 'Har Friend Zaroori Hota hai' in IIM Calcutta (2012)</li> </ul>
<b>Literary</b>	<ul style="list-style-type: none"> <li>▪ <b>1<sup>st</sup> prize</b>, Turn Coats extempore event in "Phasor 2008" at college level among 25 participants</li> <li>▪ Wrote articles for online magazines, e.g., <b>SportsKeeda</b>, received a readership of more than 10, 000</li> </ul>
<b>Persona</b>	<ul style="list-style-type: none"> <li>▪ Member, Persona-<b>The Literary Club: Wrote articles</b> for the Inquest magazine of IIM Calcutta</li> </ul>
<b>Dramatics</b>	<ul style="list-style-type: none"> <li>▪ Script writer, <b>actor</b> and <b>director</b> of a skit in the college annual function, CVRCE,2007</li> </ul>
<b>Quiz</b>	<ul style="list-style-type: none"> <li>▪ 1<sup>st</sup> prize, quiz competition at college level in "Aayam 2008" among 30 participants, CVRCE</li> </ul>

**Date of Birth:** 09 Dec 1985

**Marital Status:** Single

**Current Location:** Bangalore