

## Product Manager/Business Development Manager

- Results-driven professional with a proven track record in product management, brand management, business development, and risk management.
- Demonstrated expertise in optimizing product performance, driving business growth, and establishing successful brand identities.
- A strategic thinker with exceptional communication and leadership skills, adept at collaborating with cross-functional teams to ensure successful product launches and promotions.
- Proficient in conducting market research and implementing effective marketing strategies to increase brand awareness and drive sales.
- Experienced in developing and backtesting trading methodologies for High Net Worth Individuals (HNIs) in the futures and options trading space.
- Committed to delivering outstanding results and exceeding organizational goals.

## Professional Experience

### Product Marketing Manager

EC-COUNCIL

January 2020 - February 2021

- Led the Vulnerability Assessment and Penetration Testing (VAPT) career track and maximized digital activities of certification products like Certified Ethical Hacker (CEH) and Certified Penetration Tester (CPENT).
- Spearheaded the product launch of CPENT, an update from EC Council Certified Security Analyst (ECSA) and Licensed Penetration Tester (LPT).
- Conducted competitive analysis and market research to determine optimal product positioning and messaging for the online target audience.
- Collaborated with cross-functional teams including sales, marketing, and content to ensure successful product launches and promotions.
- Provided sales team with relevant product verbiage, such as product features, differentiators, USPs, elevator pitches, and battle cards, to improve rejection handling from prospective clients.
- Coordinated with content and design teams to enhance the quality of blog posts and other marketing collateral.
- Held weekly updates with the SEO/SEM teams to monitor keyword analysis and research.
- Utilized ZOHO CRM to track sales reports and user journey.
- Write, edit, and distribute content to various communication platforms, including web, PR, advertising, social media, and sales support materials
- Review and offer product feedback to content writers, project managers, and other marketing staff
- Trained 20+ member sales teams on overall product value and positioning
- Created product positioning and messaging for various products, ensuring alignment with brand objectives

### Business Development Manager

SHAH TRADERS

March 2017 - December 2019

- Established the brand identity and image of 'STELLAR GRIP' in Hyderabad and Secunderabad, targeting retail and industrial clients.
- Developed and implemented marketing strategies to increase brand awareness and drive sales.
- Conducted market research to identify new business opportunities and potential customers.
- Cultivated relationships with clients and vendors.
- Expanded the client base in Pharma, Logistics, Construction, Healthcare, and E-Commerce sectors for packaging solutions.
- Managed a team of sales and marketing professionals to achieve business objectives.
- Achieved sales of more than Rs 2.7 crores within three years.

Partner

EUPHRATES CONSULTING

January 2015 - November 2016

- Conducted digital marketing campaigns to promote foreign universities and increase student enrollment.
- Assisted students with visa applications for education and tourism purposes.

- Provided visa interview training for students and parents.
- Executed marketing campaigns to raise awareness of Euphrates Consulting's services.

## Founder

STUDENTOPEDIA EDUCATION  
GROUP

April 2010 - September 2015

- Counseled students on visa procedures and requirements for overseas education.
- Shortlisted universities based on student preferences and academic profiles.
- Promoted overseas education opportunities to prospective students and parents.
- Executed marketing campaigns to increase awareness of Studentopedia's services.

## Risk Management Consultant

Stealth mode(Confidential)

March 2021 - June 2023

Risk Management (Futures & Options Trading)

- Developed and backtested hedge and spread trading methodologies for High Net Worth Individuals (HNIs) as part of a confidential project.
- Keeping a close on the global capital markets and important announcements.
- Recording the impact of developments such as interest rate hikes, CPI quarterly results data.

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## Education

### Bachelor in Technology in Mechanical

Malla Reddy Engineering  
College(JNTU) at Hyderabad

September 2006 - September  
2014

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## Key Skills

- Product Marketing
- Sales Methodology
- Consumer Behavior
- Business Development
- Content Writing
- Interpersonal Communication
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