LEKHASRI PARAMASIVAM SUKUMAR (10267510)
Class of 2026

EDUCATION				
MBA	BITS School of Management (BITSoM), Mumbai	2026		
B. Tech. (Food technology and Management)	National Institute of Food Technology Entrepreneurship and Management, Haryana	2022	**8.19/10**	
Class XII (PCMB).	Sri Ram Dayal Khemka Vivekananda Vidyalaya Junior College, Chennai	2018	**91.2%**	CBSE
Class X		2016	**10/10**	CBSE

WORK EXPERIENCE	
Assistant Manager, Snowman Logistics - World's 14th Largest Cold-Chain Logistics firm	**(Jul'22-April'24)**

Customer Relationship Management	• Maintained the end-to-end customer relationship management of **50+** large scale client accounts • Sustained **95%** customer success rate in resolving escalations by communicating across channels • Reduced the overall **customer discrepancies** by **15%** by maintaining **99%** inventory accuracy
Logistics & Supply Chain Management	• Achieved **96%** on-time delivery rate and **98% customer satisfaction** rates for three quarters • **Lowered delivery lead times** by **18%** for perishable stock clientele using **lean principles** • Shortened **lead times** by **8.5%** using insights from comprehensive regression analysis on Excel
Warehousing Management	• Spearheaded inventory management of **3,000 SKU** items across **34 diverse client segments** • Prevented **₹1.5 million worth** of warehouse losses with rigorous SKU verification processes • Improved tracking accuracy by deploying **RFID technology** for non-food-grade inventory
Analytics & Reporting	• Elevated customer satisfaction by **12%** in 2 quarters by analysing & refining service protocols. • Ensured timely insight to patrons by developing custom report templates automated distribution
Digital sales Campaign	• Increased leads to prospect conversion rates by **28%** in 1 year by executing 15+ sales campaigns • Amplified **web engagement metrics** by **150%** by cultivating a content marketing strategy
Key achievement	• Received **accelerated promotion** to Assistant manager from management trainee role in 1 year

ACADEMIC ACHIEVEMENTS	
• Achieved competitive **GRE score** of **324/340** and positioned at **87th percentile** in Quantitative Reasoning	2023
• Received **Gold medal** in New product development offered by Indian Institute of Management, Bangalore	2021

INTERNSHIP	
TRAYA | Marketing Intern – Consumer Insights & Growth	**(Aug'24-Oct'24)**

- Conducted consumer study with **250+** participants to identify barriers & to form regional marketing strategies
- Re-engaged **100+** high-intent drop-offs & identified patterns, optimized conversion touchpoint effectiveness
- Co-scripted & Vetted **10+** vernacular influencer ads, refining narratives aligning to regional sentiment & trust signals
- Executed competitive price benchmarking and channel strategies to develop **GTM** frameworks for market entry
- Identified **UX** frictions in customer journey & drafted **product fixes** across content flow, messaging strategy, CTAs

WizLearnr | Summer Intern – Product Management and Marketing	**(Feb'25-Jun'25)**

- Delivered **29.75% cost savings** on lead-gen services through competitive analysis & strategic vendor negotiations
- Identified market opportunities by conducting competitive analysis of **17** AI companies using **PM frameworks**
- Recommended platform pivot to **TAAFT** based on market insights, to gain **4x** engagement improvement
- Developed enterprise AI playbook on "User Need + Success", delivered training & established centralized repository

POSITIONS OF RESPONSIBILITY	
Aarambh club	• Propelled an underprivileged XII Grade student to **87%** in CBSE Maths through targeted tutoring
Sustainability & Social Impact	• Led Walkathon event with **73 participants**, channelling **2,746 km** into **charitable donations**. • Drove **101 donor participation** in campus-wide blood donation drive in collaboration with **Fortis**

RESEARCH PROJECT	
Empirical Study On Employee Welfare Practices In Selected Indian Companies	**(Jan'22-Jun'22)**

- Projected **20%** boost in employee engagement from SurveyMonkey surveys & statistical analysis of **270 companies**
- Increased retention rate by **73%** by finding trends in welfare practices with PLS-SEM, SPSS, and Fuzzy Dematel
- Facilitated **81.5%** surge in adoption rate & designed dynamic data visualizations with Tableau illustrating patterns

EXTRACURRICULAR ACTIVITIES
• **Winner** of Data Analytics, an **Intra-national** case competition at Buenofesta 2.0 organised by **IIPM, Bengaluru** • **Global 2nd Runner-Up** at Global Dispute Resolution Competition organised by **NYIT, New York**