

HR turned Strategy Professional with 4 years of experience across Category Management, Strategy and Talent

ACADEMIC PROFILE		
M.B.A	Indian Institute of Management, Udaipur	2021-2023
B.B.A	Guru Gobind Singh Indraprastha University, Delhi	2015-2018

WORK EXPERIENCE		48 Months
Product & Strategy Manager	Aditya Birla Capital	May 2023 to Present
Responsibilities	<ul style="list-style-type: none">Led market research and industry analysis by gathering insights through primary research methodsSpearheaded competitive intelligence for 5+ competitors to formulate go-to-market, defense/attack strategiesCreated new revenue streams via new locations & personas, identifying cross-sell & up-sell opportunitiesResponsible for category management of ‘Affordable’ segment acting as SPOC, collaborating with 20+ cross-functional teams, including compliance, risk, marketing, and sales, to ensure end-to-end new deploymentsLed the design and technical development on LMS (Lead Management System), enabling the successful launch of 7+ home loan products with an expected annual revenue increase of ~20%Led development, testing and deployment of Gen AI based product library for L&D (Learning & Development) of sales executives, reducing the turnaround time of product training by ~40%, improving productivityDelivered the automation of manual reporting process on Power BI to improve productivity by ~15%Facilitated coordination with Tech & Digital Transformation team to implement the product updates on LMSLed change management of documents such as loan agreement, sanction letter as per regulatory requirementContributed to launch of ABCD mobile app to simplify the process of home loan application and lead generation by developing user journey map and low fidelity wireframe for ‘Home loan calculator’ feature	
Recruitment Coordinator	Allegis Global Solutions	Jun 2019 to Jun 2020
Responsibilities	<ul style="list-style-type: none">Managed recruitment process for Customer Service vertical at American Express for APAC locationHands-on experience over Applicant Tracking System such as Oracle Taleo Recruiting Cloud ServiceManaged Internal Job Postings by facilitating coordination with C-Suite Executives for 5+ verticalsCoordinated with Compensation & Benefits Team to identify compensation gaps for the internal recruits	
Executive - Talent Acquisition	Digiversal Consultants	Apr 2018 to Apr 2019
Responsibilities	<ul style="list-style-type: none">Developed a central recruitment system enabling multiple teams to generate hiring requirements, view shortlisted candidates (by ATS), schedule interview rounds, track progress and generate offer to candidatesLed senior executives’ talent search by building a pipeline of 50+ qualified candidates, shortlisting the top 10 based on key hiring criteria, and facilitating interviews for top 6 candidates, resulting in a successful hireLiaisoned and partnered with 20+ vendors to generate leads for hiring technical profiles across divisionsSpearheaded and managed the documentation for 70+ recruits to ensure successful onboarding processSingle-handedly managed campus recruitment process for 5+ institutes across Delhi NCR & Indore	
Achievements	<ul style="list-style-type: none">Awarded with ‘Rising Star’ award for contributing to the recruitment process within 6 months of joining	

SUMMER INTERNSHIP		
Intern - Human Resource	Farelabs	Apr 2022 to May 2022
Responsibilities	<ul style="list-style-type: none">Interacted with 90+ institutes' placement teams to promote campus placement and employer brand imageDeveloped and supervised compliance to all budgets for campus hiring and recruitment activities	
Achievements	<ul style="list-style-type: none">Successfully empaneled 15 institutes for various profiles across Sales, Microbiology, Chemistry and Food TechArranged 3 online campus drives for hiring trainees/interns across various verticals in the organisation	

POSITION OF RESPONSIBILITY	
Placement Committee IIM Udaipur	<ul style="list-style-type: none">Responsible for organizing the summer internship and final placement activities for a batch of 600+ studentsOrganizing guest lectures and engaging leadership talks for the students to provide rich industry exposure

EXTRA-CURRICULAR ACHIEVEMENTS	
Audacity IIM Udaipur	<ul style="list-style-type: none">Designated as member of Offline Marketing vertical in Annual Cultural Fest - Audacity, IIM UdaipurNegotiated MoUs with vendors for Food & Beverage Partner and generated revenue for Audacity

SKILLS	
Tech & Tools	Generative AI Jira Power BI Tableau Agile Salesforce LMS Oracle Taleo Workday Data Analytics MS Office