

WORK EXPERIENCE (1 year 5 Months)

Planning Specialist, (SCM)

Jan 2023- Present

Xiaomi India – Gurgaon, Regional office

- Preparation of MOS/DOS on a Weekly Basis
- NPI Planning for New Model's TV, Mobile, and Ecosystem
- LTB Planning of past launched model TV, Mobile, and Ecosystem.
- Regular Planning for TV, Mobile and Ecosystem
- Distribution of spare parts across India
- Procurement of TV/Mobile Parts based on historical data
- Budget forecasting for after-sales Department
- Overseeing after-sales department cost control and optimizing expenditures
- Executed and planned strategies to reduce the EOL inventories
- Invoice data consolidation
- Planning for MB/LCM repairs at RF based on 6 months requirement
- MSL Planning on Demand Forecasting Basis.
- Coordination with China colleague/Repair factory for complete arrangement of spare parts.

Social Media Specialist, (Customer Service)

May 2022- Dec2022

- Led a team to solve all Social Media Escalations for Xiaomi, Redmi, and POCO devices.
- Reduced the TAT of social media escalations by **30%** by prioritizing tickets. Started "Repeat Desk" for constant complaints
- Improved CSAT numbers by **25%** by keeping the conversation open and additional follow-ups from the customers.
- Achieved positive social media sentiments through cross-function team collaboration, gathering feedback analyzing, the best possible solutions
- Observed the customers' pain areas and helped the product team solve them through collaboration by the Quality and Product team.
- Provided insights on moment marketing and social media engagement.

Business Development Intern, May 2021 – July 2021, (3 months)

Big Bazaar - Varanasi

- Examining customer footfall and consumer behavior patterns, generating comprehensive reports, and evaluating the findings to facilitate timely corrective actions.
- Observing consumer behavior changes before and after the pandemic, evaluating the company's position, and performing trend analysis.

EDUCATION

PGDM, Finance, and Marketing 2022

Jaipuria Institute of Management - Lucknow

Bachelor of Commerce (Honors.), Marketing 2017

Banaras Hindu University – Varanasi, BHU

PGDBA, FMS (BHU) 2019

ACCOMPLISHMENTS

- Secured 1st position at the Business Quiz Competition at JIM, Lucknow
- Secured 2nd position for Marketing Case Study Challenge at JIM, Lucknow



DIKSHA RAI

CONTACT

Phone: + 91 7705802012

Raidiksha0510@gmail.com

LinkedIn

www.linkedin.com/in/diksha-rai-244b7424a

KNOWLEDGE PURVIEW

- **Brand Marketing**
- **Marketing Communications**
- **Consumer Behavior**
- **New Product Development**
- **Supply Chain Management**
- **Managing Service Operations**

CERTIFICATIONS

- **Brand Strategy** (LinkedIn Learning)
- **The Complete Digital Marketing Course-12 Courses in 1** by Udemy.
- **Marketing Analytics (Coursera-Ongoing)**
- **Analyzing and Visualizing Data with Microsoft Power BI** by Coursera
- **Certified Content Writer by IIM Skills**
- **Microsoft Excel- from Beginner to Advance** by Udemy

SOFT SKILLS

- Critical Thinker
- Leadership Skills
- Quick Learning
- Creative
- Observant

VOLUNTEER

Project Women Will- SHEROES in Partnership with Google