



Contact

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Address

New Ram Nagar, Aadhartal,
Jabalpur, M.P

Education

2020-2022

MBA

(Marketing & IT Operations)

Jaipuria Institute Of
Management, Lucknow

2017-2020

B.Sc

Govt. Model Science College

Soft Skills

- Creative
- Quick Learner
- Problem-Solving
- Good Communication
- Detail Oriented
- Adaptable

Language

English

Hindi

Bulbul Singh

I have one year of experience as an Associate at TATA Croma. I have worked on monetization of digital assets for Croma.com and 300+ PAN India Croma stores. Previously, I have worked at Urban Company as an Business Associate. I have done my MBA in Marketing and Operations. I have a creative mind and I am always up for new challenges. Looking forward to learn and use my experience in my next job role.

Experience

○ TATA Croma (Mumbai)

Associate - Asset Monetization

Apr'22 - Feb'23

- Digital and In-store asset monetization for Audio Category
- Monetized assets across 300+ PAN India stores and Croma.com for 70+ brands
- Managed brands like Amazon, Samsung, Sony etc. with YOY revenue of more than 14 Cr.
- Digital Ad. monetization, online campaign report tracking for all the brands.
- Acquisition of new brands for Croma.com and PAN India stores.
- Tracking YOY revenue, growth, new acquisition etc. for all 300+ brands across different categories
- Coordinated with Brand Marketing, Social Media and Buying team to increase visibility and revenue of brands.

○ Urban Company (Remote)

Business Development Associate

Jul'21 - Sep '21

- Team Lead for central supply team, managed the overall onboarding of partners
- Partner and customer relationship management
- Accountable for day-to-day activities, job deliveries, partner escalation for hundreds of partners for tier 1 and tier 2 cities
- Onboarded more than 50 partners for an entire category

Extracurricular Activities

- Contributed as the junior member of International Relations Committee
- Volunteer for Social Responsibility Committee
- Conduction an international student panel discussion
- 1st position in inter-college sketching competition