

MANISH KUMAR PRASAD



Contact

Kormangala , Bangalore, India
560034

7903774956

prasadm862@gmail.com

Skills

- Social Media Management
- YouTube Analytics Analysis
- Meta Ads Campaigns
- Website Optimization
- SEO Techniques
- Competitor Analysis
- Team Leadership
- Strategic Collaboration
- Campaign Optimization
- E-commerce Management
- Product Listing Optimization
- Pricing Strategy
- Ad Campaign Analysis and Optimization
- Display Ad Campaigns
- Sales Performance Enhancement
- Brand Visibility
- Revenue Target Achievement
- Vendor Onboarding
- Seller Onboarding Turnaround Time Reduction
- Leadership and Guidance

Summary

Dynamic and performance-driven business professional with high integrity, a strong work ethic and great leadership skills. Meticulous and resourceful Business Manager with proven success in leading successful teams, controlling budgets, networking to drive growth initiatives and marketing to maximise brand outreach.

Experience

Business Manager

Shopdeck | Bangalore | November 2023 - Current

- Lead the seller onboarding process, engaging with potential sellers and facilitating the expansion of our seller base.
- Conduct meetings with sellers to gather product lists and strategize methods to increase seller count and product offerings.
- Prospect, qualify, and nurture sales opportunities, targeting both emerging and established brands.
- Cultivate positive relationships with key decision-makers to drive business growth and maintain client satisfaction.
- Understand prospect objectives and tailor solutions to meet or exceed client goals.
- Prepare comprehensive client scope documents, pricing proposals, legal contracts, and manage billing processes.
- Ensure effective communication and smooth hand-off to strategy, development, and studio implementation teams.
- Develop and maintain a strong rapport with internal teams to address any issues before they escalate.
- Utilize CRM database to manage sales information, track opportunity status, and analyze data for strategic decision-making.

- Automation Solutions Implementation
 - Operational Performance Oversight
 - Service Level Agreement Management
 - Business Development
 - Lead Generation and Conversion
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Education

Lovely Professional University
Jalandhar, PB
Master of Business
Administration: MBA - IT
2023

Lovely Professional University
Jalandhar, PB
Bachelor of Business
Administration: BBA
2020

- Conduct Meta insight analysis to gain deeper understanding of market trends, consumer behavior, and competitor strategies, leveraging this knowledge to inform business strategies and optimize performance.
- Directly managed 12 staff in operations and strategic planning.
- Managed business operations for 15 -employee company generating 1cr in yearly revenue.
- Established commercial brands through consistent communications, generating increased sales volume.
- Optimised processes, collaborating with upper management to implement innovative technologies.

Category Associate

Unacademy | Bangalore | May 2023 - October 2023

- Currently overseeing and executing comprehensive Social Media Management strategies across various platforms, including Facebook, Instagram, and Twitter
- Pro ciently analyzing and interpreting Youtube Analytics to re ne content strategies and optimize viewer engagement
- Leading successful Meta Ads campaigns for a diverse clientele, ensuring maximum reach and impactful results
- Driving Website Optimization initiatives with a strong emphasis on SEO techniques, enhancing online visibility and improving user experience
- Conducting thorough Competitor Analysis using tools such as Facebook Ads and SEMrush to stay informed about market trends and identify growth opportunities
- Taking the lead in developing and implementing ongoing programs, fostering effective team communication, and promoting collaboration for strategic objectives
- Conducting extensive research on competitors, utilizing insights to re ne marketing strategies and maintain a competitive edge
- Implementing campaign optimizations through rigorous metric analysis, ensuring resource ef ciency and improved campaign performance.

Key Account Manager

Intenim Technologies | Gurugram | July 2022 - May 2023

- Spearheaded the management of the E-commerce Myntra Partner Portal, focusing on optimizing product listings through effective descriptions, keywords, and bullet points to enhance sales performance
- Conducted in-depth competitor analysis to adjust pricing strategies for better market positioning

- Analyzed and optimized ad campaigns on the Myntra platform to maximize brand visibility
- Implemented Display ad campaigns to enhance brand visibility and engagement
- Successfully recommended and executed promotions on Myntra to drive sales and increase brand recognition
- Monitored and identified growth opportunities while proactively mitigating potential risks
- Developed business opportunities within existing customer portfolios, consistently meeting and exceeding revenue targets
- Oversaw the management of multiple brands, including Sttavoss, Hilltop Polos, Boldmiss, and more.

Vendor Onboarding Executive

Myntra Designs Pvt. Ltd. | Gurugram | May 2022 - July 2022

- Significantly enhanced productivity, leading to a reduction in Seller Onboarding Turnaround Time (TAT) for over 1000 brands annually
- Monitored and maintained control over Seller Onboarding performance, consistently meeting and exceeding set targets
- Provided effective leadership and guidance to team members, fostering a collaborative and high-performance work environment
- Collaborated with the Product Team to conceptualize and implement automation solutions aimed at streamlining the Seller Onboarding process
- Oversaw the operational performance of outsourced partners, ensuring alignment with business objectives
- Managed day-to-day operations to consistently meet agreed-upon Service Level Agreements (SLAs)
- Contributed to scalability initiatives by actively participating in the joint development of product and automation solutions for Seller Onboarding, working closely with the Product Team.

Business Development Associate

Byju's Pvt. Ltd. | Hyderabad | June 2021 - May 2022

- Maintained comprehensive records of daily activities using an advanced online customer database
- Executed strategic cold calling initiatives to generate leads and efficiently managed the lead funnel through LEADSQUARED
- Cultivated and nurtured relationships with customers and the community, strategically promoting long-term business growth

- Demonstrated expertise in converting casual students into customers by providing detailed product knowledge and tailored solutions to meet specific customer needs
 - Conducted on-the-spot sales of cutting-edge educational technology products within the K-12 segment in the B2C domain.
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Languages

English: First Language

Hindi: C2



Proficient

Certifications

- CPSP (Certified Professional Sales Person) and CSP (Certified Sales Professional)
 - Graphics & Web Design Training, Delhi
 - Communication Training
 - AWS Certified Developer
 - Orientation to National Deployment and Vaccination Planning for COVID-19 Vaccines
 - Excel Charts and Graphs Certification
 - PCRA Conservation Quiz Certification
 - Centre for High Technology - Swachh Bharat Quiz Certification
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Hobbies and interests

- Travelling
- Cricket
- Music