

**Sefali Singh**

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PROFESSIONAL EXPERIENCE		
<b>Paytm Mall</b>	<b>Category Management - Mobiles</b>	<b>August, 2016 – Till Date</b>
Paytm Mall is one of the largest online retailers operating across several categories in the Indian market. It offers top quality products along with services such as doorstep delivery, quick refunds, cash on delivery, and easy & secured payment options.		
The role of Category Manager at Paytm includes handling end to end processes of the mobile phone category and being the single point of contact for internal teams as well as merchant partners.		

**Key Responsibilities:**

- Handel the Sourcing & Growth for Feature phone category.
- Handled new launches of following brands –**Panasonic, Gionee, Lava, Xolo, Karbonn.**
- Created merchandising plan for the mobile phone category in sync with the required targets
- Generated ideas and content for the marketing and advertisement campaigns and ensured its smooth execution while achieving the visibility and sales targets
- Managed the allocation of internal and external assets within the category with a strong focus targets and performance of the brands
- Managed MOM revenue targets, GMV and Net Sales

**Key Assignments/ Initiatives:**

- Manage to grow the sale of Gionee for 300% in the time frame of 1yr.
- Achieved a growth of feature phone category for 150% with the contribution of 5% of the entire mobile business.

PROFESSIONAL EXPERIENCE		
<b>Paytm Mall</b>	<b>Category Management – Sports and Health</b>	<b>Feb, 2015 – July, 2016</b>

**Key Responsibilities:**

- Managed the growth of the nutrition category – P&L, top line & bottom line
- Identified national & international brands as merchant partners for the category under the marketplace model
- Planned and implemented the online promotional activities according to the revenue target and occasions such as Big Day Sale, Cyber Monday, Christmas Day Sale and Fitness Week
- Managed the vendors and product merchandising including sourcing the catalogues of the brands and ensuring availability of a wide variety of products on the marketplace.
- Handled the tie-ups with health and wellness centres, renowned chain of diagnostic centres, multi-speciality hospitals, pathology labs, elderly care and women care centres to enhance the service offerings at the marketplace
- Managed MOM revenue targets, GMV and Net Sales
- Maintained the balance between MOM growth of the current sellers and avoided seller concentration i.e. acquired new sellers for the category while growing business for the current sellers
- Ensured that the category sellers deliver a good experience for buyers in the category

**Key Assignments/ Initiatives:**

- Managed to grow the sales of Optimum Nutrition brand by 150% in a time frame of 1 year
- Achieved a growth of 120% in the sales of MyProtein brand of products and around 200% growth in the sales of other major Indian brands

**PROFESSIONAL EXPERIENCE****Paytm Mall****Business Development  
Manager****Aug, 2014 – Jan, 2015****Key Responsibilities:**

- Managed vendor & seller relationship across pan India
- Negotiated margins / transfer price from merchant partners on the catalogues sourced
- Managed corporate / B2B sales via meeting with prospects and making presentations to the top leadership of national and international brands
- Collaborated with the merchandising team to get the catalogue live on the marketplace
- Onboarded around 1800 merchants on the marketplace in a period of six months

**EDUCATION**

Qualification	College/ University	Year	Division
MBA - Marketing	ABES EC, Ghaziabad / Uttar Pradesh Technical University	2014	First
B. Sc – Zoology & Botany	Sunbeam College for Women	2012	Second
XII	Happy Model School, Varanasi / CBSE	2009	First
X	Happy Model School, Varanasi / CBSE	2007	First

**SUMMER INTERNSHIP DURING MBA****IDEA Cellular Limited (Aditya Birla Group)****June, 2013– July, 2013  
[45 Days]****Project Title:** Consumer Research on understanding the market demand of a newly launched product – AURUS 3**Deliverables:**

- Determined the list of features that a consumer considers most important while purchasing a mobile phone
- Presented the findings to the top management and recommended strategy for increasing the sales by around 20%

**AREAS OF INTEREST**

- Brand Management
- Digital Marketing
- Sales Planning