

# ABINAYA S

## WORK EXPERIENCE

### V-GUARD INDUSTRIES LTD.

#### Management Trainee – Category Strategy

*July 2021 - Present*

- Worked on effectively analyzing & strategizing category growth plan for **4 Product lines - Pump, Fans, Mixer Grinder, Induction Cooktops**
- Responsible for creating **new product offers/ product improvisation plan** to increase market addressability for assigned categories, identifying product gaps by benchmarking portfolio performance against industry
- Created **product portfolio refreshment plan** by analyzing sales growth, margin realization & market dynamics
- **Collaborating with cross functional team** including sales, R&D, NPD, Operations to align on devised strategy
- Conduct comprehensive **competitor study** analyzing channel strategy, product portfolio, key developments, branding & communication, product play across different channels (DMDC) & Geographies (DMDG)
- Assessed sales across online marketplaces using data scrapping tools to create expansion plan for Fans, MG
- Built business case for each category, pitched to management, internal stakeholders on created plan and recommended on the next steps of actions

## SUMMER INTERNSHIP

### V-GUARD INDUSTRIES LTD.

#### GTM & Category Strategy Intern

*May 2020 – July 2020*

- Responsible for analyzing growth opportunities & potential for Mixer Grinder in existing & new markets
- Conducted Qualitative Study to understand consumer preference & factors influencing purchase decision
- Performed distribution channel analysis interviewing **Sales Team, KAMs, 80+ channel partners** in 7 states
- Mapped consumer journey to identify **10+ online & offline touchpoints** to ensure profitable results
- Performed **competitor benchmarking** focusing on product development, marketing & channel strategies.
- Devised strategy (**using Marketing mix model**) to increase market share in existing markets & launch in East India
- Performed **product gap analysis**, Recommended NPD & improvisation on product design, safety & features
- Developed **omnichannel communication strategy (using DRIP Model)** to increase brand awareness, reach
- Analysed Online sales Channel, competitor's channel strategy, created Price – Volume mapping to Recommend pricing & product placement strategy for selling across different e-commerce platforms
- Received Pre-Placement Offer and Appreciation for delivering detailed study on Mixer Grinder category

## EDUCATION

### INDIAN INSTITUTE OF MANAGEMENT, VISAKHAPATNAM

#### MBA – MARKETING – 2019-21

*CGPA: 3.5 / 4 | Top 5% of the Batch*

### SRI SIVASUBRAMANIYA NADAR COLLEGE OF ENGINEERING

#### B. TECH – CHEMICAL ENGINEERING

*CGPA: 8.87 | University Rank -20 Holder*

## CONTACT ME AT

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<https://www.linkedin.com/in/abinayasanthakumar/>

- MBA graduate with vivid experience and interest in Marketing & Strategy, Planning
- Extremely motivated to constantly develop my skills, willing to take up challenging role and grow professionally.

## SKILLS SUMMARY

Marketing Strategy

Digital Marketing

Category Management

Business Development

## TOOLS PROFICIENCY

MS Excel

PowerBI

R-Programming

Data Scrapping

## INTERPERSONAL SKILLS

Time Management

Communication

Team Handling & Management

Negotiation

## LANGUAGES

English : Fluent

Tamil : Fluent

Telugu : Intermediate

Hindi : Basic

## CERTIFICATIONS

- Coursera certified on **Marketing Analytics** by University of Virginia, 2020
- Internshala certified on **Digital Marketing**, 2019
- LinkedIn Certification in **Excel & PowerBI Essentials Training, SEO for social media, E Commerce**

## ACADEMIC ACHIEVEMENTS

- **National 2nd Runner Up:** V-Guard Big Idea B-Plan Contest 2020, ideated product, market plan for Smart Water Purifier
- **National 2nd Runner-Up:** Make the Case 2021, Case writing competition on high impact initiative that prevents plastic waste in India
- **National Finalist:** CarEasy Sparks Season 1, proposed growth strategies to increase user base & devised a 2-Yr business plan
- **National Semi-Finalist:** Semifinalist Realme Paysa Hackathon '20, proposed a framework to enable Cardless UPI transactions at ATMs
- **Top 5% Best Performer;** Consistent Highest Grades (A, 3.5+) in Marketing, Strategy, Data Science Electives.
- **Co-Authored & Published** Business Case in Indian Plastic Institute Journal on Towards a Plastic-free World – Rudra Environmental Solution Pvt Ltd, 2021
- **Silver Medal** by SSN College of engineering for securing university rank (20/560) in B. Tech, 2019.
- **Received funding of Rs.22,000** for a research project under Student Research Program, 2017 Certificate of Merit by Pon Vidyashram for academic excellence & first position in Standard 10, 2013

## OTHER PROJECTS

### UBER – MARKET RESEARCH

- Performed **choice modeling for urban transportation & growth opportunity** for uber in Visakhapatnam
- Conducted consumer survey; Utilized Cluster analysis & Quality Function Deployment tool
- Created target segments, ranked preference for ETA, cost, safety, payment & developed value proposition

### CRAFT DRIVEN RESEARCH – MARKET RESEARCH

- **Co-Authored & Published Market Research** Report on Pet Care Industry Global Analysis 2020
- Presented Market Outlook & Business Opportunities in Indian Market; Identified growth drivers, challenges

### STUDIO CHENNAI – BUSINESS DEVELOPMENT

- Worked with sales team on client pitching; Converted 2 B2B Leads, Generating revenue of Rs.75,000+
- Created Scope of Work, Project Timelines, Budgeting & coordinated with content team to achieve target

## RESPONSIBILITIES

### LEAD – MEDIA & PR CELL – IIM VISAKHAPATNAM

- Headed team of 6 responsible for increasing media outreach & branding of IIM Vizag
- Generated leads, registrations for various Academic programs running ad campaign in Facebook & LinkedIn
- Handled social media accounts, content creation, online promotions & press releases
- Part of Core Admission committee of Institute; communicated with over 1000+ students for 3 programs