



AMOL HARKE

Business Analyst | Sales and Marketing.

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DOB: 26th Oct 1981

OBJECTIVE

Strategic and Result-driven Business Analyst with 15+ years of experience into Business Operation, Gathering Requirement and Research, Client Relationship, and all new Business Planning. Equipped with excellent Leadership skills, Problem Analysis, Communication skills, Work ethics and possesses Outstanding Academic credentials in Business Management and Analytical Planning. Responsible for Sales (Distribution) and Marketing support, Service Delivery coordination, Implementation and Analyze/Manage Budget.

DOMAIN EXPERTISE

*Telecom: 11yrs.

* Handset:2.2yrs.

* E-Commerce:1yr.

* Consumer Durable:1yr.

SKILLS

Data Gathering & Analysis.
Risk Analysis & Decision Making.
Quantitative & Qualitative Research.

Business Process Improvement.
Strategic & Business Planning.
Critical & Analytical thinking.

Channel Distribution.
Marketing Strategy.

EDUCATION

IITM, Pune (April 2006) RSM, Latur (June 2004)
MBA in Telecom & Marketing. BCS in Computer Science.

CERTIFICATIONS

Agile Scrum Master
Simplilearn (Nov 2021)

Tableau Desktop
Simplilearn (Nov 2021)

SQL Training
Simplilearn (Dec 2021)

WORK EXPERIENCE

Ottomate International | Maharashtra & Goa. (July 2020- Present)

Zonal Business Manager

Role: Develop Channel for Distribution & Retail Expansion.

Relevant Experience:

- Present Scenario.
 - Conduct SWAT analysis and Identifying growth opportunities in the existing portfolio.
 - Market Research for non-moving products and communicate to Stakeholders.
 - Identifying issue/problems in Product doing Workshops and Documented it.
- New Product Design for Cooperates.
 - Meeting and Tie-up different new stakeholders in corporates.
 - Develop new product as per their needs.
- Collecting customer Database.
 - Develop WhatsApp group for Customer Warranty.
 - Floating of message of new product launch.

Responsibilities:

- Execute daily, weekly and monthly reporting tasks to provide leadership team with performance to budget and forecast.
- Develop a road map for short and long-term work, manage prioritization and monitor the work to meet the objectives.
- Analyze quantitative & qualitative data of competition & industry information to drive the organization revenue.
- Analyzing & providing advice on how to improve Store performance, Product category performance & geographical area performance.

Key Achievements:

- Covered 12 District of M&G in just 3 months of time. Increased Revenue 13% average per month.
- Designed and Launched New industrial product for corporate clients.

Regional Manager

Role: Increase Customer base for Amazon, Flipkart, Niki, PharmEasy, Coco for E-commerce clients.

Relevant Experience:

- New Customer Acquisitions
 - Done survey through Research of Customer according to their need on E-commerce Platform.
 - Identifying and Expansion of non-Tie-up markets where E-commerce is not present.
 - Enrolling New Retailers for Business named as CIC.
- Budgeting/Commission structure to Stakeholders (Retail Outlets)
 - Work with different stakeholders to decide payment structure of Retail Outlets.
 - Understanding Segmented Retail Outlets for different types of Ecommerce Services.
- Enrolling New Stakeholders (E-commerce Clients) for Business.
 - Present Operated models of the existing markets of the old clients to acquire new one.
 - Huge database of Retail outlets helps New Stakeholders (New E-commerce Clients) to establish their business in very short time.
 - Cost Saving model to stakeholders.
 - Resource elicitation based on the clients' requirements was done.

Responsibilities:

- Understanding of E-commerce and ability to quickly assimilate new trends.
- Building report with both existing and potential customers in order to ensure their satisfaction with the company's service.
- Maintain high degree of emotional intelligence and ability to work efficiently with the team.
- Craft offers and proposals for new clients, aimed at boosting overall revenue.
- Collaborated with team of 16 in order to create new promotional campaigns.

Key Achievements:

- Acquired 25000 new customer acquisitions in Diwali month for our E-commerce Clients.
- Increased CIC Stores from scratch to 700 stores in 6 months.

Manager

Role: Increase Customer acquisition, Revenue and Market share in defined Territory.

Relevant Experience:

- New Customer Acquisitions:
 - Analyse patterns from historic data of the customers reviews and satisfaction scores
 - Identifying new products to increase Revenue.
- Competition tracking activities with reference to their product launch.
 - Design, Create, develop and implements the product with the help different stakeholders
- Fast Service Response for Satisfaction of Stakeholders (Retailer and Gallery)
 - Telecom industry is very fast and Service plays a crucial role.
 - Activations of Sim-cards in terms of Local and Outstation Customers when E-KYC was launched.
 - Keeping track of Daily/Weekly/Monthly using Functional and Non-Functional Activities.

Responsibilities:

- Drove ROI and customer satisfaction through active monitoring and analysis of business performance data.
- Built apps for tracking and measuring customer satisfaction and sales performance.
- Designing & operating schemes and ensuring proper services.
- Analysing threat sensitive market.

Key Achievements:

- Increased Customer market share from 28 % to 43% and Revenue share from 23% to 38%.
- Helped to designed new product such as Idea Gang to beat the competition and increased the market share near college areas.

Moto Manager

Role: Launch pilot batch for Handset division.

Relevant Experience:

- Analyse and Main Relationship with different Stakeholder
- Segmented Product launching.
- Track competition in terms of Product features, Cost and its Durability.

Responsibilities:

- Monitor the performance of Distributors, Retailers & take corrective actions.
- Enrolling new promoters and ensuring there timely training.