

**EDUCATION****ICFAI Business School (IBS)**, Bangalore, India*May 2007 – Mar 2009**Post Graduation in Marketing and IT*

Corporate Training in the mobile retail business arena

- In-depth survey of the existing mobile retail business and devised a business plan which included the qualitative aspect (industry/market overview of the telecom and retail sector, preferred/strategic location and set up) and quantitative aspect (financial forecast and growth analysis).

**Sikkim Manipal Institute of Technology (SMIT)**, Gangtok, Sikkim*Sep 2001 – Jul 2005**Bachelor Degree in Electronics and Communication*

Internship at Reliance Infocomm on CDMA technology

- Complete research on the modes operandi of CDMA.
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**Den Networks Limited****Senior Manager Product (Cable & Broadband)***Sept 2015 –Current*

- Lead planning and/or implementation of projects and participate in the design and/or testing phases.
- Facilitate the definition of project missions, goals, tasks, and resource requirements; resolve or assist in the resolution of conflicts within and between projects or functional areas; develop methods to monitor project or area progress; and provide corrective supervision if necessary.
- Manage project budget and resource allocation
- Develop product documentation including specifications, wireframes, site maps, process flows etc.
- Facilitate the definition of service levels and customer requirements.
- Work cross-functionally to solve problems and implement changes. Drive the product development life cycle in tight partnership with the design and engineering teams.
- Responsible for coordinating the activities of various departments while planning marketing efforts for a product or brand.
- Manage pre and post launch activities including promotions, feedback management and updates.
- Follow a defined, agreed upon project management
- Help define innovative yet simple and intuitive products.
- Develop product strategies that put users first while helping us meet our business goals.
- Define success metrics, and analyse and iterate to create successful products.
- Develop and tell product stories that will make users obsess over our products.

**Chogori India Retail limited***July 2014 –July 2015***Senior E commerce Manager (Crocs & Columbia Sportswear)**

- Create functional and UI specifications, business cases and wire frames, conduct specification reviews with requester groups and development teams and be the main contact for the specifications during the software development and implementation phases
- Monitors trends and elevate issues due to data variances.
- Coordinates with marketing & merchandising on the assessment of the effectiveness of digital marketing programs to accelerate online sales.
- Responsible for the reporting process for the eChannel, inclusive of eMarketing and eCommerce operations related to online programs and online sales performance
- Provide analysis & recommendations on eCommerce revenue and growth trends, account engagement and program performance vs. goals
- Vendors Development & Relationship management .
- Assess and manage partnerships and licensing opportunities with third parties.
- Formulating category strategy to drive business growth with strong product, competition & customer analytics.
- To set up promotions (online & print) & other ways of ensuring consumer are tempted by our offering.
- Ensure optimum inventory levels are maintained.
- Creation and promotions of special occasional catalogues.
- Coordinating for product shoots with the brand.
- Conceptualize, design & manage creative's for platform ideas that bring the brand to life.
- Supervise all web initiatives, including directing shoots & editing content.

**Responsibilities**

**Product Manager**

**Branding & Marcom**

- Strategising & formulating regular brand campaigns with time-bound deliverables
- Ideating & executing special brand projects (both online & offline activations)
- Defining & creating communication for various brand / marketing campaigns to maintain the brand essence & value across all touch points
- Strategising emailer campaigns across internal & external database
- Regular branding based competition analysis
- Regular reporting on all online & offline campaigns
- Successfully concluded various brand projects like Ambassador's program, Fashion projects (designer collaboration), loyalty programs ( i.e. Gift cards introduction), offline store (digital pop out store).
- Executing both online & offline alliances in sync with brand vision & business need
- Understanding & analysing vendors/ channels for promoting our merchandise across channels
- Coordinate with our PR agency to gain maximum visibility and mileage for our key events. I managed PR activities for events like Cosmo Flea Night, De Paix Yatra and Vogue Fashion Night Out; including fulfilling merchandising requests and leveraging the coverage on social platforms.

**Website**

- Managing the entire product line life cycle from strategic planning to tactical activities on the Website
- Uploading Products from backend using Magento on the website and managing them
- Analyzing product metrics regularly and use the learning for product innovations and improvements.
- Analyze data and manage the WebPages
- Conducting regular competition analysis and recommending plan of action should master the details of competitive landscape
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute. Coordinating with the technology teams to develop the site and improve features on a regular basis
- Manage Low Stock and Soldout reports
- Use Tools like Google analysis and Crazy Egg to analyze data and take steps towards improvement of the website
- Making of daily as well as weekly MIS reports related to category.
- Ensuring timely delivery of projects through proper planning, scheduling and execution.

**Retail Ops**

- To plan and Conduct Photo shoots for Website Catalog, Campaign Shoots and Marketing Banners.
- Manage all web initiatives, including directing shoots & editing content
- Coordinate with the Trade/Category and Sourcing Team to get the Products and making them live.
- Created a detailed visual language and guide for creative's for all Fashion Categories which is being used across website, social media and offline media.
- Established a horizontal team of graphic designers and trained them to follow the visual language across website's offline and online creatives.
- Led a team of Photographers, Image processors, Copy writers and Graphic designers to make them live.

**Responsibilities**

- Define the product strategy and roadmap for early stage/new products and run pilot programs.
- Develop and execute strategic plan for the products which includes SWOT analysis, supply chain management, demand generation plans, new market strategy etc.
- Handle end to end marketing solution of new products. It includes preparing marketing collaterals and working closely with the other departments on releasing notes formulation, demos etc.
- Develop market intelligence which covers the segmentation and positioning of products based on industry, customer, and competitor analysis.
- Strategising emailer campaigns across internal & external database
- Responsible for availability of SKU's.
- MRP Benchmarking / Price update of SKU's.
- Co ordination with Vendor and Stores for inventory
- Regular follow up with vendors for stock availability
- Keeping track of competitors and provide an edge over them.
- Making of daily as well as weekly MIS reports related to category.
- Ensuring timely delivery of projects through proper planning, scheduling and execution.

### **Team Management Skills**

- Selecting and monitoring a team of associates, thereby ensuring optimum performance.
- Identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members.
- Planning targets, monitoring numbers and achieving the targets on a daily, weekly & monthly basis in adherence to the pre-set standards.
- Creating and sustaining an environment that fosters development opportunities and motivating the employees for enhancing the existing performance levels.

**Reliance Infocomm, Technical Division**, Bhopal, India

July 2005 – Sep 2006

*Techno Commercial Executive*

Worked as an Executive in a Techno Commercial division

### **Responsibilities**

To market the technical support required at the implementation stage. It involved understanding the client's requirement and formulating the 'technical support package' accordingly

### **Projects for Clients**

Point to Point Connection (Telecom Sector), Hindustan Electro graphite, Mandideep

- On the job training to provide point to point connection for Data transfer of 4 Mbps cum internet lease line

Implementation of 2 mbps internet leased lines (Telecom Sector), V-Tech, Mandideep

- Provided 2 mbps leased line cum point to point connection

### **OTHER ACHIEVEMENTS AND INTERESTS**

- Introduced various brands like Nike, Puma, Lee, Redtape, Jealous 21, Adidas & Reebok in the online store.
- Won the award for "**Best Employee for the Month**" on several occasions.
- Launching of new SKU's of soccer jerseys and various IPL jerseys in accordance to the market demands and ongoing series and tournaments.
- Launched Websites [Freecultr.com](http://Freecultr.com)/[columbiasportswear.com](http://columbiasportswear.com)/Den Cable,Broadband successfully