

Sauvik Ghosh

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An experienced leader, manager and team player with innovative thoughts and results driven action. Possesses excellent work ethic, integrity, communications and interpersonal skills, and the ability to get things done in pressure situations through strategic planning and execution. Experienced and skilled in content management, marketing and sales, customer service, and leadership. Motivated to develop his career further by adding value to the business and realising company objectives, goals and vision.

Work experience:

1) E-learning enterprise start-up – Entrepreneur (July 2014 – March 2015).

- Researched target customer segment(s), market potential, risks, industry status and conditions.

2) Haavisa Athena International Private Limited – Co-founder and Director of Marketing, Research and Communications (International Markets) (April 2013 - June 2014)

- Managed ecommerce and showcase website reducing OPEX by over \$2,000/month.
- Managed internal and external communications.
- Researched demand and supply gaps for opportunities in the international markets for 30+ products to decide on focus products and areas.
- Liaised with 50+ professional service providers, vendors, retailers and government agencies in foreign countries.
- Negotiated and finalised terms with buyers towards FY target revenue of \$500,000.
- Analysed business processes with strategic reduction of lead time by 14 days.
- Managed problem solving, efficiency and cost effectiveness of business operations.
- Designed marketing strategies and communication processes.
- Presented successful business plans to the other directors with focus on current affairs, opportunity, risks and projected ROI, and achieved set order enquiry target of \$500,000.
- Coordinated with the directors of supply chain, logistics and finance to enable smooth business operations and cross-functional delivery.

3) Kiransanz – Managerial Consultant (June 2013 - June 2014)

- Led content creation for ecommerce and showcase websites for overseas clients, and reviewed the developed websites before and after they went live.
- Researched international markets to evaluate business models of clients, and prepared and presented successful FDI business plans for clients/investors with focus on current affairs, opportunity, risks and projected ROI – reduced average startup costs by 24%.
- Liaised with service providers, vendors, retailers and government agencies abroad for resource-efficient setting up and running of business operations for clients.

- Managed acquisitions and start-ups at an average of 15% less cost than allotted budget.
- Managed problem solving, efficiency and cost effectiveness of clients' business operations by detailed analysis of start-up to operations.
- Managed ad-hoc responsibilities relevant to clients' business operations.

4) Tech Mahindra Business Services, Three UK Telecommunications – Team Coach, Process & Change Management Team (June 2007 - April 2013).

- Managed knowledgebase, communications, intranet and website content creation and publishing.
- Created content and developed mobile phone and tariff (marketing and sales campaigns) for the UK telecommunications giant Three UK.
- Liaised with counterparts in the UK and reviewed knowledgebase, intranet and www.three.co.uk (Three UK) website content in line with the brand.
- Reviewed and coached Change Managers in effective communication, content writing and content management.
- Monitored Contact Centre efficacy in using organisational assets through Kaizen and other process tests to identify improvement areas and strategise efficient and effective end usage.
- Monitored website, intranet and knowledgebase usage by customers and staff, using Google Urchin Analytics and assisted in analysis, strategy, design and implementation to serve operational objectives through content management, search optimisation and UI improvement.

5) HSBC (HDPI) – Customer Service Executive, YCLIFE (April 2006 – April 2007)

- Mortgage data and content management in coordination with HSBC branches in the UK.

6) BNK eSolutions Private Limited – Sales Advisor (April 2005 – March 2006)

- Marketing and Sales of utility and telecom services to UK and US customers.

7) Dell International Services – Customer Service Executive (July 2004 – March 2005)

- Marketing, Sales and After-Sales support to Dell Inc. customers in the US.

8) Self-Employed – Personal Finance Manager (December 1991 – June 2004)

- Managed personal finance (investments, insurance and income tax) for individuals, and supported content creation of marketing collaterals and sales campaigns for associated BFSI.

Vocational skills, certifications and trainings:

- Industry experience in Content Management, BPO, BFSI, Telecommunications and Export.
- Corporate Coach U, The Coaching Clinic – Coaching training at Tech Mahindra Business Services.
- Who Moved My Cheese – Change Management training at Tech Mahindra Business Services.
- Corporate Negotiation Skills training at Tech Mahindra Business Services.
- Working knowledge of Content management systems (CMS), instructional design, programming and markup languages, MS Office Suite and other document, photo and video editorial tools.

- Certificate in Digital Marketing - Internet and Mobile Association of India (IAMAI) & EduKart
- Content Strategy and Marketing
- Foundations of E-Commerce (Statement of Accomplishment) – Nanyang Technological University.
- Introduction to Educational Technology & Game Design (Honor Certificates) – MIT
- E-Learning and Digital Cultures (Statement of Accomplishment) – University of Edinburgh
- Learning Sciences – LHTL (Certificate with Distinction) - University of California, San Diego
- Corporate Finance Essentials (Statement of Accomplishment with Distinction) - IESE Business School, University of Navarra
- Diploma in Real Estate Management from Indian Institute of Real Estate (IIRE).
- Certificate of proficiency and successful completion in Real Estate Membership Entrance Test from National Association of Realtors (NAR – India).

Management skills, certifications and trainings:

- Leadership (Certificate with Distinction & joint batch topper) - Wharton School, UPenn
- Project Management Professional (PMP) candidate - Project Management Institute (PMI)
- Entrepreneurship (Specialisation with Distinction) - University of Maryland, College Park
- An Introduction to Marketing (Certificate with Distinction) - Wharton School, UPenn
- Leadership - EI (Statement of Accomplishment with Distinction) - Case Western Reserve University
- Power Onboarding – Transition and Change Management (Certificate with Distinction) Northwestern University
- Competitive Strategy – Ludwig-Maximilians-Universitat Munchen

Educational qualifications:

- Bachelor of Arts & Humanities (English) from Eastern Institute of Integrated Learning in Management – Passed with 1st Division.

Interests and achievements:

- Voluntary Marketing and Social Media Manager for IBEA, a non-profit community organisation based in Portland, Oregon, USA.
- Supporter of Angel Xpress Foundation, Mumbai, India – a nonprofit organisation.
- Supporter of Youth Organisation in Defense of Animals (YODA), Mumbai, India.
- Organised and hosted events with social associations and previous employers.
- Won trophies for the football and cricket teams of my school, college, associations and previous employers as player and captain.
- Won singles and doubles trophies in Badminton, Table Tennis and Carom tournaments.
- Other interests include continuous learning of job skills and competencies, foreign languages and acquiring knowledge of diverse industries for holistic understanding of world economy, environment preservation and social development.
- Diverse leisure interests such as reading, writing, traveling, fitness & sports, and music.