

## Contact Me

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## Recent Work History

A. Founder - ShoppingNU

B. Category Manager - OfficeSG

C. Brand Lead - Simplilearn

## INDUSTRIES

E-Commerce

E-Learning

E-Advertising

## CORE COMPETENCIES

Ecommerce Business Development

Cross-functional team approach

Continuous Improvement

## CORE EXPERIENCE

National / Global Sales

Business Development

Account Management

Brand Management

Marketing Analysis

Business Operations

Category Management

Strategic Partnership Relations

Team Building & Training

## BETTER BUSINESS VISION

There is always a Better Way

Desire to Make It Better

Get even better every day

## Certification & Academics

PRINCE2 - Foundation

Big Data Analysis

ITIL Foundation

M.B.A (Marketing)

B.C.C.A (Commerce & Computers)

# SANKALP G SHARMA

## STARTUP FOUNDER

Having 5+ years of experience in Internet / Dotcom / Ecommerce industry, I have worked in Sales, Analytics, Brand, Marketing and Category Management. I offer vast experience leveraging my business skills and multi-domain knowledge to deliver highly effective and creative solutions to business.

"I am not from Tier 1 B-schools but I have got **Tier 1 B-Skills**  
Connect me if you are anticipating higher sales, optimize strategies  
or to streamline the business processes."

## ORGANIZATIONAL EXPERIENCE

### Founder Director (Start-up)

ShoppingNU, Bangalore

Jan'17 – Present

[www.shoppingnu.com](http://www.shoppingnu.com)

- 'World's First Search Engine Exclusively for Ecommerce'
- ShoppingNU is platform -
  - for advertisers to promote all their inventories in form of product, categories, offers, apps, social pages, new launches etc.
  - for advertisers to deal with all potentials, existing & irate customers & manage online reputation & brand publicity
  - for all buyers to find offers, alternative stores, reviews, customer support, new launches in this latest category based search engine
- My role at ShoppingNU -
  - Formulate Business Plan based on experience & research
  - Bring in team players to work together for a common goal
  - Provide business an initial investment and legal structure & assistance
  - Product development, manual testing & continual improvement
  - Overcome the business Challenges by learning new skills
  - Follow the Mission of 'making eCommerce a better place'
- Exclusive platform - now live for Users, Advertisers and Administration
- Acquired 100+ advertisers all via organic marketing strategies
- Ranked top 5 in google for major & relevant keywords ([click here](#))

### Category Manager (E-Commerce)

Office SG - Spectra, Bangalore

Aug'15 – Dec'16

[www.officesg.com](http://www.officesg.com)

Own the strategy and roadmap for all the categories. Manage all aspects of business, including product strategy development, customer insights/needs, and requirements definition. Partner with the other business leaders to define and drive substantial parts of the customer experience.

## ORGANIZATIONAL EXPERIENCE

### Brand Lead (Marketing)

Simplilearn Solutions, Bangalore

**Oct'13 – Jul'15**

[www.simplilearn.com](http://www.simplilearn.com)

Charged of Brand Management, Business Development & Marketing activities i.e. product creation, customer acquisition etc. Well versed in delivering wide variety of Selling Strategies & market analysis. Cross Functional Approach & Self-direction. Understands Offline & Online Branding Activities; Social media marketing.

### Territory Manager (Sales)

Simplilearn Solutions, Bangalore

**May'12 – Sep'13**

[www.simplilearn.com](http://www.simplilearn.com)

Cultivated strategic alliances and maximized new market opportunities for service management category in North America. Complete accountability and responsibility of achieving sales target, smooth workshop and profit generation

### Tech Executive (Support)

TATA SerwizSol, Pune

**Sep'09 – April'10**

[www.tata-bss.com](http://www.tata-bss.com)

Fulltime CCE responsible for all corporate ADSL connections and services across India - Good understanding of network, corporate client handling, team management, night shift

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## AWARDS & PARTICIPATIONS

Title	Description	Position
Champion Award	Outstanding performance & achieving goal	Won - 2014
The Innovator	For new business development initiatives	Won - 2013
Way 2 Organization	International Conference on Evolving Frontiers	Participation - 2012
Marketing Game	National Level Management Meet	Rank II - 2011
Promotion Plan	Proposed diverse Innovative promotion tactics	Rank III - 2011
Products launch	Business Plan Competition	Rank III - 2010

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## ACADEMICS & CERTIFICATIONS

Title	Institute	Date
PRINCE2 Foundation	AXELOS Global Best Practice	2015
Big Data Trained for data analysis	Simplilearn	2015
ITIL Foundation Certified	APMG International	2013
MBA - Master in Business Administration	IBMT, Bangalore	2012
BCCA - Bachelor of Commerce and Computers	G H Raison, Nagpur	2009

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**“Curiosity is the mother of all inventions”**