

Casio: Online Sales		Group M – Tech Strat	6 Analytics Certification	VP PR, Toastmasters	4 Business Case Study
EDUCATION					
Year	Degree		Institute/ School	%/ CGPA	
2016-18	PGDM Marketing		IIM Lucknow	5.02	
2010-15	B.Tech and MTech – Computer Sci. Engineering		IIT MADRAS	6.43	
2010	Class XII-CBSE		Kendriya Vidyalaya, CME, Pune	89 %	
2008	Class X-CBSE		Kendriya Vidyalaya, CME, Pune	89.2 %	
WORK EXPERIENCE					
Asst. Manager, Online Sales		CASIO Casio India Co. Pvt. Ltd.			May'18 – Present
Planned and Monitored Growth Ideas; Ensured 2.2x YOY FY'19-20 growth for categories (3x in Calculators; 2x in MI)					
E-COMMERCE	Objective	▪ Create strong foothold of Casio Calculators and Musical Instruments on Ecomm			
	Category Management	▪ Event, TOD and Stock Planning for the portals and sellers; ensuring an event pull on the portal ▪ Analysing of competitor pricing and ensuring Casio was price competitive for all SKUs ▪ Gap analysis for event and BAU sales; tried to develop BAU sales by DOTD and LD schemes			
	E-commerce Business Development	▪ Increased share of authorised sellers from 50% to 85% by identifying and removing other sellers ▪ Analysed geographic demand and increased inwarding warehouses from 6 clusters to 9 clusters ▪ Suggestive inventory to alpha and beta sellers based on sales and overall portal inventory health ▪ Reduced OOS to less than 5%; automated detection via scraping ensured 1 day refill of OOS SKUs			
	Product Management	▪ Initiated Brand Response to reviews and FAQs to reduce customer complaints by 90% ▪ Improved cross sales by 28% by creating combos and providing recommendations in normal SKUs ▪ Designed marketing campaigns and supervised SEO to improve reach and visibility of inhouse website			
	Marketplace Management	▪ Improved stock width of Beta sellers and reduced lead times to ensure availability of wider selection ▪ Analysed and improved profitability of calculators for marketplace by correct selection and support ▪ Increased 2 more location of operation of marketplace sellers basis analysis of Demographic Sales			
	Digital Marketing & Merchandizing	▪ Developed A+ content for 120+ SKUs and created Brand Store & Variants for more engagement ▪ Improved visibility and search ability of SKUs by aligning keywords in product content and tagging ▪ Aligned and monitored a New Product Promotion Plan to maintain the same growth rate as prev. modela			
	Operations	▪ Improved fill rates by 20% and Streamlined Operations to reduce Vendor Lead Time to Alpha sellers ▪ Monitored Appointments and deliveries for Alpha sellers and ensured Deliveries in 98% cases			
	Tools and Tracking	▪ Developed web scraping tools for daily tracking of pricing and sellers for all e-Commerce Platform ▪ Successfully Automated reports with the use of VBA and Python to bring in efficiency to analysis			
	Way Ahead	▪ Developed a 30CR tertiary sales (MI + Calc) category; in final state to develop 12 cluster inwarding			
SUMMER INTERNSHIP					
Tech Strategy		groupM Maxus(currently Wavemaker Division of GroupM, India)			April'17 – May'17
Empirical Study of Mood Planning		▪ Devised media investment strategy by analysing 1 year's location based consumer mood patterns over social media ▪ Designed a framework to enhance adoption of a tool used to improve media investment planning efficiency ▪ Designed & implemented brand recall survey of a leading FMCG brand; 100+ responses from Live Mall Interviews			
BUSINESS CASE STUDIES					
ITC		▪ Awarded INR 25000 for being Campus Runners Up for ITC Interrobang 2017; Suggested 4x Growth Strategy ▪ Shower2Shower Prickly Heat Powder growth with Marketing Communication, Variants and focus Geographies			
Bajaj		▪ Campus Finalist; Created a detailed marketing strategy and action plan for Bajaj Boxer sales in Africa based on consumer scheme			
Vodafone		▪ Campus Finalist; Suggested a new product to create a sustainable cloud based business model based on IoT			
Exide		▪ Campus Finalist; Conceptualised a business model and suggested design for Grid Management and storage			
LIVE PROJECTS					
Tally		▪ Conducted market research and drafted targeting strategy to improve customer base for the software			
Ziffytech		▪ Benchmarking top 5 leading digital platforms for integrated healthcare management; mapped process flow ▪ Primary Research of stakeholders (doctors, pharmacy & patients); Gap analysis on prevailing value chain			
CERTIFICATIONS					
Marketing		Google Partners – Adwords		Google Analytics – Beginners & Advanced	
Analytics		EXCEL/ VBA		R Programming	
		Python		SQL SAS	
POSITION OF RESPONSIBILITY					
IIM LUCKNOW	Vice President PR, Toastmasters IIML	▪ Set up Toastmasters as an official club under IIML constitution; club won Expand & Rising star awards ▪ Marketing Vertical – Spearheaded 7 events; cobranding Josh Talks; 20+ weekly meetings			
	Vert. Manager INDEX, IIML	▪ Designed creatives and sponsor collaterals for one of India's largest Market Research festivals ▪ Managed Strategic branding activities for 8 sponsors for online and offline during the festival			
	Core Member, SIGFI, IIML	▪ Organised Trade Antico, commodity market trade simulation event with a participation of 200+ ▪ Liaised with CFAI for CFA Research Challenge, selected teams for IIM Lucknow			
EXTRA CURRICULAR ACTIVITIES					
Marathon		Completed three 10km runs, 3 half marathons best time (2:15 hrs for half marathon)			Year
					2015-20