**NATIONALITY:**Indian **DOB**: 06/03/1990

**EDUCATION** :  
MBA – Marketing&Systems , Indian Institute of Management - Lucknow (2014-16)  
b.e – Computer Science, Thakur College of Engineering & Technology – Mumbai (2007-11)Email: [adik.390263@2freemail.com](mailto:adik.390263@2freemail.com)

**PROFESSIONAL EXPERIENCE**

***Product Manager***

*Digital Strategy*

* Defined a product roadmap for digital strategy across verticals in stipulated budgets
* Spearheaded**implementation of custom builtERP** for optimal resource utilization & process monitoring
* Collaborated with stakeholders for requirements gathering, KPI quantification, tracking and enhancements
* Implemented a system for **centralized order planning** and real time logistics tracking using statistical data
* Undertook initiatives for building a robust customer database for STP thereby increasing sales by 15%
* Implemented an IT policy for employees to ensure security and reduce the costs incurred

***Assistant Manager STAR India Pvt. Ltd. (May’16 –Aug’18)***

*Product &RevenueStrategy, Cricket Mumbai, India*

* Strategized revenue generation of **INR12000 Cr on Indian Premier League**across a span of 5 years
* Prioritization of spots & inventory management by coordination with Marketing, Ops and Scheduling teams
* Live tracking of parameters such as TVR, Reach and Time Spent for all major clients to map deliverables
* Analyzed media properties across genres for revenue maximization and garnering new clientele

*Advertisement SalesStrategy, Star English cluster*

* Strategized annual plan for INR 6.2 Cr by analyzing past spends, customer value index & market trends
* Focused on nurturing relationship with top 10 clients achieving a 10% year on year growth,
* Facilitated organizational change for **100+ accounts** across the FMCG, BFSI, Telecommunication categories
* Credited for having the highest target achievement of 121% in the team during the festive period of FY’18
* Achieved a market share increase of 14% in a genre which de-grew by 21% in H1 of FY’18
* Achieved a 15% reduction in campaign misses by devising better market scoping and forecasting activities

***Marketing Head Royale Collections (Oct’13 –March’14)***

*(Gift designing and Mfg) Mumbai, India*

* Diversified business by introducing new product categories & raised INR 80 lakh in sales.
* Led a team of 6 members for securing multiple clients in the pharmaceuticals sector
* Introduced JIT and ABC analysis techniques for inventory management, reducing costs by 25 %

***Systems Engineer Infosys Limited (Sept’11 –July’13)***

*(Information Technology) Pune, Mysore, India*

* Supervised the functioning of 12 applications used by more than 46,000 employees at the client end
* Engaged in grievance handling & code enhancement by coordinating with 6 cross functional teams
* Enhanced project efficiency by 40% by mentoring a new recruit over a period of 3 months
* Hands on experience with Java, RDBMS, HTML, C/C++ frameworks

**INTERNSHIP AND LIVE PROJECTS**

***Management Trainee Verse Innovations Pvt. Ltd. (Apr’15-May’15)***

*(Ecommerce) Bangalore, India*

* Evaluated the eBooks business of Dailyhunt, and devised business expansion techniques
* Conducted marketing mix analysis & benchmarked the application & content vis-à-vis 4 competitors
* Analyzed the business model of biggest competitor & suggested measures to bridge the gap