
SUMMARY

Results-driven professional with experience in **vendor and account management**, specializing in **data-driven decision-making**, **customer experience optimization**, and **marketing campaigns**. Proven track record of strengthening **vendor relationships**, **strengthening operational efficiency**, and **driving revenue growth** through **strategic planning** and **root cause analysis**. Skilled in **Excel**, **demand-supply analysis**, and **cross-functional collaboration**, with a **customer-centric approach** to solving **complex business challenges**. Adept at handling **high-profile accounts and vendor**, delivering measurable results in fast-paced environments. Eager to apply **expertise in vendor management and customer relations for sustainable growth**.

TECHNICAL SKILLS

Tools: Tally, MS Excel, Facebook Ads Manager, LeadSquared, SendGrid, Gupshup, Meritto, Nextel

Hard Skills: Customer Engagement, Customer Satisfaction, Customer Management, Vendor Management, Vendor Relationships, Account Management, Data Analysis, Inventory Management, Root Cause Analysis, Marketing Campaign Management, Demand-Supply Analysis, Customer Experience Optimization, Vendor Experience Optimization, Joint Business Planning, Logistics Management, Cross-Functional Collaboration, Market Research, Consumer Behavior Analysis, Process Improvement, Project Management, Vendor Performance Management, Joint Business Planning, KPI Tracking, Online Marketing Tools (Facebook Ads), Customer Relationship Management, Stakeholder Management, Relationship Building, Team Collaboration, Escalation Management, Process Improvement, Issue Resolution, Internal Collaboration, Requirement Analysis, Upselling, Cross-selling

Soft Skills: Communication Skills, Customer-Centric Mindset, Problem-Solving, Strategic Thinking, Communication Skills, Stakeholder Management, Relationship Building, Attention to Detail, Time Management, Adaptability, Team Collaboration, Negotiation Skills, Decision-Making, Analytical Thinking, Leadership, Adaptability, Time Management, Attention to detail

EXPERIENCE**SPICA (Family Business)**

Aug 2023 - Present

Business Manager

- Managed a business with a turnover of ₹10 crore, overseeing account management for key clients.
- Reported revenue growth and tracked cost cutting measures that were adopted in the past.
- Critically examined the relationship with high-profile customers such as GAP, Marks & Spencer, Fab India, and Arvind Fashions and interacted with C-Suite executives, fostering a long-term relationship.
- Established a valuable relationship with key customers, resulting in reducing payment turnaround time from 60 to 45 days.
- Solidified customer relationship by conducting demand-supply analysis and addressing key challenges such as delivery timelines, pricing structures, and product quantity requirements, ensuring alignment with business objectives and operational efficiency.
- Increased client interaction by introducing a constant feedback system which kept in loop the manufacturer, vendor and supplier. Also, initiated visiting key customers and top manufacturer clients before and after peak season.
- Prioritized customer-centric decisions by tracking shipment deadlines and ensuring timely deliveries, which reduced the order delaying by 19%, thus directly impacting the customer experience.
- Formulated data driven decision making strategy to lead orders valued at over ₹30 lakh which included shipment date, volume delivered and timeline to cover the order, thus positively impacting customer satisfaction.
- Optimized the customer experience through efficient customer management by giving them the regular updates on the ordered items and taking continuous feedback on the quality of products provided.
- Developed a sales cycle to attract clients such as Zivame and New Arrow, consisting of pre-sales activities (market research, networking, sales meetings, and follow-ups) and post-sales activities (gathering feedback and monitoring garment return ratios).
- Boosted customer satisfaction by efficiently organizing inventory, resulting in reduced turnaround time (under 20 days) and improved stock management.
- Became a brand specialist for SPICA by understanding their product mix to the core and providing insights and feedback received from the big customers.
- Monitored performance by tracking KPIs, including on-time delivery and order accuracy, leading to a 15% increase in delivery volume while sustaining 99% order accuracy through root cause analysis and process improvements.

Jamboree Education

Apr 2022 - Aug 2023

Product Manager

- Revamped online marketing campaigns (Facebook) which translated to 15% increase in quality leads and also lead to traffic growth on the landing pages, thus improving the conversion rate.
- Reduced Customer Acquisition Cost for Facebook over the period of 3 months by analyzing the consumer behavior through

different ad campaigns and online marketing tools like Facebook Audience Insights.

- Boosted brand awareness by tapping customers on different touch points, without bombarding them with promotional communications, thus positively affected the brand recall, in turn impacting the consumption consideration situation.
- Implemented vendor management strategies for SendGrid, Leadsquared, Gupshup, Merrito, and Nextel.
- Reduced the churn rate by 3% by establishing a concrete lead distribution model. Created, sustained and nurtured it through complex LeadSquared Automation conditions.
- Pioneered cross-functional collaboration, established an internal communication channel for all the teams to solve all the bottlenecks pertaining to lead distribution, which favorably impacted the operational efficiency of all the teams.
- Interacted, formulated and boosted partnerships with foreign university representatives, amplifying the brand's presence and reach.

EDUCATION

Narsee Monjee Institute of Management Studies

2022-24

Master of Business Administration (MBA): **GPA: 3.36/4.0**

Related Courses: Customer management, Client interaction, Sales cycle, B2B marketing, Consumer behavior, Key account management, Analyzing KPI's, Sales cycle, Marketing campaigns, Customer centric approach

Ambedkar Institute of Technology

2016-19

Bachelor of Computer Applications: **CGPA: 8.57/10**

Related Courses: Network security, C++ programming language, Principles of customer management, Data-driven decision making

INTERNSHIPS AND LIVE PROJECTS

BO International

Apr 2021 – Jun 2021

Social Media Marketing and Amazon ads

- Oversaw Instagram Page of the organization
- Studied and refined the parameters catering to impressions, reach organically
- Generated more than **12L** impressions in **7 days**
- Modified posts through approaches including **keyword selection, hashtag mixture and product promotion**
- Maintained **amazon ads for two products** – Vetiver and Jojoba essential oil
- Studied trends in **consumer behavior** through **search terms and amazon match types**, thus, effectively sustained the **ACOS** and **ROAS** for both the products

DigiOwner

Oct 2020 - Mar 2021

Product Management

- Conducted market research on **Total Addressable Market** and **Serviceable Addressable Market**
- **GTM** strategy formulation
- Formulated **Refer and Earn** strategy
- Proposed new marketing campaigns using **ATL** and **BTL** strategies

Project on New Product Marketing

- Conceptualized a new product “Teadition”, that helps in quitting smoking
- Devised 4P's of marketing for the product
- Created positioning map

CERTIFICATIONS

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- Market Research and Consumer Behavior, Coursera
 - Brand Management: Aligning Brand, Business and Behavior, University of London, Coursera