



## CORE COMPETENCIES

- Strategy Development
- Social Media Management
- Strategic Partnerships
- Community Management
- Team Management
- Community Events Coordination
- Great Communication Skills
- Interpersonal Skills
- KPIs & Engagement Monitoring
- Community Channel Management
- Competition Monitoring
- Content Development
- Social Media Campaign Creation
- Recruiting/Onboarding
- Great Work Ethic
- Leadership Skills
- Community Activities Coordination
- Social Media Tools Knowledge
- Awareness Creation
- Market Trends Monitoring
- Regulatory Compliance
- Performance Improvement
- Time Management
- Detail Oriented

## PROFESSIONAL EXPERIENCE

### Head of Operations | Playto Labs – Bangalore, India | April 2022 – October 2022 |

- Created and designed new SOPs, processes, and key KPIs while successfully managing a number of areas, such as customer success, hiring and developing new trainers, and new strategic initiatives
- Managed 4 managers, 80+ executives, and trainers
- Decreased the time it takes to onboard trainers by 50% and scaled back the number of trainers by 216%
- Reduced average customer response time by 80%
- Held regular team reviews to evaluate performance and implement corrective actions to reach benchmark metrics
- Worked on numerous new initiatives/projects to improve the existing product, processes & user experience

### AVP – Business Strategy & Operations | Tracxn Technologies - Bangalore, India | July 2021 – August 2021 |

- Oversaw daily activities for a group of 40 executives and 10 managers
- Held daily review sessions to assess team performance and implement remedial actions to reach benchmark metrics
- Devised and implemented a resource-management strategy in partnership with cross-functional teams that cut the daily backlog in half (saving 5 man-hours per day)

### Corporate Sales Manager | HDFC Life Insurance – Bangalore, India | June 2018 – July 2021 |

- Managed a team of 10 Sales managers with an average yearly revenue of INR 30 crores to ensure the achievement of key business metrics
- Regularly carried out channel planning to create mutual success metrics & keep good channel partner relationships
- Actively listened to clients to understand their needs and then pitched the most appropriate products
- Increased retail business revenue by 75% YOY by identifying new growth opportunities

### Event Manager | Infinite Engineers - Chennai, India | April 2015 - May 2016 |

- Regularly coordinated with the event organizers to make sure the training programs were carried out without incident
- Organized and conducted more than 100 events and workshops in schools throughout the state

### Team Manager | Skyfi Labs - Bangalore, India | September 2014 - March 2015 |

- Oversaw a team of four from project planning to timely report delivery to clients (Real estate & Crop Insurance companies)
- Planned & timely executed projects in multiple states across the country

## CONSULTING/FREELANCE EXPERIENCE

### Social Media Strategist | The Product House | February 2023 – Present |

- Create Social media content calendar for different social media platforms
- Write intuitive and informative long form content for Quora and Blog
- Ideate and create engaging Reels & memes for Instagram
- Repurpose & create new content for various social media platforms including Twitter threads & Instagram carousels

**Researcher | Daily Gong (Stock Trading App) | July 2021 – October 2021 |**

- Created major and secondary user personas, outlined the user path, and noted user pain points
- Researched the market, compared products, and analyzed competitors for Indian stock trading apps
- Conducted in-depth qualitative and quantitative user research and analyzed information from more than 150 user responses
- Delivered detailed feature recommendations and product roadmap for Daily Gong

**Social Media Manager | Shout Now (Instagram Analytics App) | July 2021 – March 2022 |**

- Conducted user interviews to understand pain points & get user feedback on features of the App
- Wrote catchy content and developed social media posts

**ACADEMIC QUALIFICATION****T A Pai Management Institute (TAPMI), Manipal, India | 2018****Post Graduate Diploma in Management (PGDM) – Marketing & Strategy (73.4%)****Consultant & Head of Design – OMEGA (Consulting wing of TAPMI)**

- Conceptualized, developed and designed marketing collaterals, merchandise and oversaw promotional activities
- Carried out a research project on medical tourism in India and gave recommendations to explore opportunities and set a strategic direction for Government of Karnataka for its 'Vision 2030' initiative
- Developed business plan, including conceptualizing rural marketing campaigns for 5 social entrepreneurs in Odisha and Meghalaya, in association with Selco Foundation
- Worked on a New Product Development (NPD) for Manipal Group, including market landscape study, trend analysis & business plan
- Carried out a market research project, including secondary & primary research for 361 Degree Minds, an EdTech firm based out of Chennai

**Member & Speaker - Toastmasters**

- Actively participated in TAPMI Toastmasters club as a speaker and won several awards

**Rajalakshmi Engineering College, Anna University, Chennai, India | 2014****Bachelor of Engineering (B.E.) (80%)****Secretary – Event management club**

- Led a team of 6 fellow students to organize workshops, seminars & competitions

**NSN Matriculation Higher Secondary School, Chennai, India | 2010****Grade 12 (95%)****SKILLS & ABILITIES**

- Possess a positive, energetic and professional attitude
- Creative & strategic thinking, and problem solving
- Demonstrated ability to work and perform at the highest standards in complex and demanding environments
- Excellent ethics, hardworking, focus minded and sound organizational ability
- **Business Skills:** MS/Google Office suite
- **Design Skills:** Image/Graphic/Video editing using tools such as Adobe Photoshop/Premier Pro/After Effects, Canva
- **Technical Skills:** Google Analytics, Power BI
- Languages: English, Tamil, Telugu, Hindi