

Mayank Saboo

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EDUCATION

UNIVERSITY OF BATH (UK) — MSC. ENTREPRENEURSHIP AND MANAGEMENT, 2019

Graduated with Merit

ST. XAVIER'S COLLEGE, KOLKATA - BACHELOR IN BUSINESS ADMINISTRATION, 2018

First Class Honours with specialisation in Marketing Management

WORK EXPERIENCE

KEY ACCOUNT MANAGER, FLIPKART INTERNET PRIVATE LIMITED— JULY 2021 – PRESENT

- Spearheaded business strategy development, leveraging deep insights into customer behaviour to identify and exploit new opportunities, resulting in a significant increase in market share over the past three years for Portfolio Brands.
- Exponential growth achieved for my portfolio via improvement in Customer Offering, Terms of Trade, Marketing, Sampling, Merchandising and Strategic Brand and product launches.
- Managed promotions and ad campaigns for Portfolio Brands enhancing customer communication to drive competitiveness and customer value proposition.
- Established and nurtured long-term relationships with key vendors, negotiating favourable terms of business and fostering high levels of engagement to drive mutually beneficial partnerships.
- Co-owned the P&L, maintained a comprehensive understanding of market trends and competitors enhancing profitability, selection and growth of the Platform.
- Demonstrated strong analytical skills in driving buying cost improvement and portfolio management, resulting in optimizing working capital and inventory levels that balanced inventory coverage and cost.
- Effectively translated strategic objectives into actionable plans, collaborating with cross-functional teams to drive execution and achieve business goals.
- Maintained a strong bias for action in a fast-paced environment, consistently delivering results while fostering a culture of continuous learning and growth.
- Key Highlights of portfolio: Top Brands (Parachute, Nihar, Patanjali, Ghadi, Park Avenue, Fogg, Denver, Cavinkare, Kama Sutra, Mysore Sandal), avg YOY Portfolio Growth 104% vs category avg of 85%, avg YOY TOT improvement of 2.2% vs category avg of 1%, Inventory DOH reduced from 35 Days+ to <25 Days, Portfolio Ads to Sales (A2S) increased from 4.5% to 6.5%.

BRAND MANAGER, KREATE KONNECT PVT. LTD. — APR 2021 – JULY 2021

(A MULTI-CHANNEL E-COMMERCE MANAGEMENT SOLUTIONS PROVIDER)

- Account Manager for the Brand 'The White Willow' managing their B2C sales on multiple E-Commerce Marketplace platforms including Flipkart, Tata Cliq, Pepperfry, Ajio, etc.
- Product cataloguing, Keyword selection and optimisation to meet marketplace guidelines to enhance the product detail page and drive higher impressions and traffic.
- Developing business growth strategy for the marketplaces by analysing sales, search result, traffic, category and competitor data.
- Identifying growth opportunities such as enhanced content, participation in deals and sale events to increase sales.
- Running advertisements on products and tracking their performance to maximise Brand Visibility and Sales Growth.

ASSISTANT MANAGER - ONLINE SALES, ORIGAMI CELLULO PVT. LTD. — NOV 2019 – JAN 2021
(MARKET LEADER IN TISSUE PAPER PRODUCTS IN INDIA)

- Responsible for Origami's B2B (Outright business on Amazon, Big Basket, Flipkart, Grofers, Nykaa), B2C (Marketplace business on Amazon and Flipkart) and D2C (Own Website) E-com sales.
- Managing client relationships with all partners to provide an end-to-end solution for deal structuring, product selection, order processing, inventory and delivery management.
- Budgeting and allocation for advertising and sales promotion and development of suitable marketing campaigns for all the platforms.
- Further development of the online sales and distribution channels through strategic partnerships with upcoming E-commerce platforms like Swiggy, Udaan, Shop X etc.
- Helped in cost reduction by tweaking the packing and shipping process for D2C and B2C sales.

MARKET DEVELOPMENT TRAINEE, THE TIMES GROUP OF INDIA — MAY 2018 - JUL 2018

- Worked on the 'Times Out of Home' project and explored new verticals to increase circulation of 'Times of India', 'The Sunday Times' and Magazines.
- Generated new ideas, product pitching strategies and conducted extensive surveys to increase the subscriber base.
- Prepared detailed daily reports of the team's activities for better supervision and guidance.

MANAGEMENT TRAINEE, ORIGAMI CELLULO PVT. LTD. — JUN 2017 - SEP 2017

- Preparation of daily purchase, production and delivery schedules to avoid any delays.
- Generating waybills, purchase orders and sales invoice with the use of ERP (Tally).
- Dealing with distributors and clients to ensure customer satisfaction.

PROJECT CO-ORDINATOR, 2COMS CONSULTING PVT. LTD. — DEC 2015-APR 2016

- Coordinator of the Pradhan Mantri Kaushal Vikash Yojana (skill development) Project.
- Collection of required documents and other details, opening and tracking bank accounts and awards coordination for students enrolled under the project.
- Compilation of data of all activities for easy monitoring of the progress on the project

SKILLS

- Negotiation
- Leadership and Accountability
- Project Coordination and Control
- Operations Management
- Client Relationship Building and Management
- Business Development
- Strategic, Analytical and Creative Thinking
- Excellent Communicator and Team Player
- Community Building and Event Planning
- Product / Idea Presentation and Pitching