**RahulKumar**

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New Delhi

Targeting assignments in end-to-Merchandising/ Operation Management / Key Account Management / Advanced Excel.

**PROFILE SUMMARY**

* **M.C.A.**professional with **5 Years** of experience in **Business Analysis**, **Merchandising, Campaign Management, Operation Management, Account Management, Vendor Management & Marketing.**
* Currently associated with **Paytm E-com Ltd.**
* Sound knowledge of Business Analysis, Merchandising, Category Management, Operation Management, Category Management, Brand Promotion.
* Proficiency in handling Merchandising, Business Analysis, Customer Escalation, Catalogue Management, Vendor Management, Product selection, Key Account Management, Positioning, Planning and Product mix, New Product Launch, New Subcategories development, Inventory management & Marketing activities.
* Efficient in developing long-term marketing strategy for key markets based on business model.
* A keen communicator with honed interpersonal, problem solving and analytical skills.

**CORE COMPETENCIES**

Business Analyst Operation Management Campaign Management

Continuous Process Improvement (CPI) Data Analyst Catalogue Management

Inventory Management Business Growth Merchandising

MIS Reports Brand Promotion Order Fulfilment

**ORGANISATIONAL EXPERIENCE**

**Associate Manager- Category Management (Automotive) Paytm Ecom Pvt Ltd *Feb****‘14-Present*

**Key Result Area**

* Handling categories entire Merchant Ops and Catalog Ops
* Handling/Designing the Category Storefront
* Coordinate internally to design team, Online marketing team, Content team, DWA, Techteam
* Creating the Daily Sales Report using Hive and SQL
* Planning and executing Push, In-app, Emailer, Online Marketing
* Creating and Handling QR Code marketing
* Creating daily store front report (Clicks,views,CTR) using Google Analytics
* Managing day to day operations
* Planing, Managing and executing different Campaigns
* Banner Creation/Updation, Promo code Creation/Updation, Lists Creation, Getting HTML pages
* Brand Store Creation
* Building and analyzing report from different data sources
* Managing and Monitoring Commissions and Cashback of every merchants of the Category
* Track order completion status and advise Accounting regarding issuance of invoice for release of payments.
* Be conversant with the manufacturing processes of different product lines of the company and Liaise with the application engineer to resolve issues that arise at the vendor or customer’s end.
* Independently manage & administer customer inventories in line with company’s business goals.
* Ensuring all products are beautifully and strategically merchandised across the site.
* Daily monitoring of incoming product to ensure the above listing pages are maintained and updated.
* Keeping tracks of different properties assigned to the category and on time execution.
* Handling Team

**Associate Manager Paytm, Noida (UP)** *Feb’14*

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| **Career Highlights:** |

* Analyzing data and creating reports for business requirement.
* Initiating activities like negotiations for pricing, propositions and net margins for the products for Web, and other special promotions in order to get the best deal for the company.
* Providing detailed category analysis to assist in deriving insight on the category, competitors and shoppers.
* Helping in Creating and developing a long-term plan and strategy for development of the category.
* Analysis of Measuring key seller metrics to optimize sale across the category.
* Received Best Performer of the Month Award
* Received Rockstar 2 times from Business Head Sudhansu Gupta (Paytm)
* Received Annual Award for best performance from Paytm CEO Vijay Shekhar Sharma

**ACADEMIC DETAILS**

* B.C.A from SMU, Delhi in 2012.
* M.C.A. from SMU, Delhi in 2014.

Date of Birth: 05thJan, 1992

Languages Known: English and Hindi

Current Location:-Satya Vihar, Delhi-110084