

ABOUT ME

5+ years of operational and business experience across e-commerce industry

EXPERIENCE

Paytm | Deputy Manager

Oct 2018- present

Handling operations for Paytm Movies

- Led the CST operations & reduced the **headcount of customer support team by ~70% in 1 year** through automation and process optimization while improving performance metrics like Contact ratio, First response time, Average resolution time
- Led a project which enabled operations team to highlight zero / low selling cinemas and any platform downtime creating a **monthly GMV impact of INR 3 Cr+**
- Managed the day to day operations across functions like cinema support, merchant support & customer support
- **Led a team of 20 people** across Operations and CST functions

Handling operations for Paytm Mini Apps

Paytm Mini Apps are partner websites / PWAs being opened inside Paytm app after integrating Paytm SSO and Paytm payments

- Instrumental in setting up **initial processes, guidelines, documentation and help-videos** for integration of merchants' website as mini apps
- Handled **end-to-end integration process** including onboarding 50+ merchants, integration process explanation, resolving technical & QA issues and post-live issues
- Led development of 8 in-house **basic non-transactional mini apps** (Ex - Unit Convertor, Savings Calculator)

Industrybuying.com | Category Owner

May 2017-May 2018

A B2B e-commerce start up where I was responsible for running multiple categories

- Managed 4 categories with a **monthly GMV of INR 1.2 Cr spread over 4000+ SKUs across 50+ brands** - IT & Peripherals, Electronics & Robotics, Software and Cleaning
- **Launched the Electronics & Robotics category** and grew it to a **monthly GMV of 3 lakhs INR within 4 months** of launch, with a 1500+ product catalogue across 20 brands
- A central role which involved interfacing with various teams - Catalog, Marketing, Operations as well as Customer Care

Deloitte | ERS Consultant

Jul 2014- Apr 2016

Responsible for analyzing & providing risk consultancy services related to software licensing in a client facing role

- Responsible for **connecting with a 200+ customers**, understanding their IT environment and helping them optimize their IT infrastructure and licensing with customers across India, Maldives, Sri Lanka and Bangladesh

SKILLS

Basic SQL, Balsamiq, Figma, JIRA, Aasana, Operations management, Salesforce, Freshworks

EDUCATION

2009 - 2014 • **BITS Pilani, Goa Campus**

B.E., Electronics & Instrumentation, CGPA 7.12

2009 • Class XII

Board- CBSE, 87%

2007 • Class X

Board- CBSE, 93%

EXTRA - CURRICULARS

1) Member, Center for Entrepreneurial Leadership

- Participated in setting up a Self Help Group of women in a nearby village on the lines of microfinance
- Organizing team member of Grassroots - a conference of entrepreneurial ventures

2) Selected for TATA Jagriti Yatra 2013 - A 15 day journey across India visiting various entrepreneurs developing innovative solutions to India's challenges