

## MUKESH KUMAR

MBA, Marketing with Minor in HR, Class of 2015

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### Academic Qualification

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Degree	University	Institute	Year	Percentage
MBA	Magadh University	Gaya college, Gaya	2013-2015	64%
BBM	Magadh university	Gaya College, Gaya	2009-12	70%

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### Professional Experience

#### OLA ELECTRIC MOBILITY, Gurgaon/Varanasi

Senior Executive-Operations

May'2019-Present

- Coordinated with remotely located Launch Manager to build Ola electric Team from Scratch; Hired and trained a 6 member team; Enabled company for launch readiness within 20 days of time.
- Instrumental in setting up operations at Varanasi: Negotiated property rates, and civil and electrical Vendor contract; Set up all pillars – Station, RMT Yard, Parking, and station Infrastructure within 30 days of time and Saved approximately 20% cost through hard negotiation
- Closely worked with Director of Operation to evaluate product Market fit through extensively analyzing E-rickshaw driver's driving pattern, economics, customer demand, and operating area
- Worked on streamlining Swapping station Operations Optimization; Implemented the processed to reduce swapping time from 5 mins to 2 min and reduced manpower from 10/station to 1 /station.

#### Career Power, Gaya

Senior Executive- Business Development

Apr'2017-Apr'2019

- Responsible for Brand promotion, identifying potential marketing locations, vendor negotiation, college tie-ups, and execution
- Single handedly set up new campus of the Career Power which included, Campus Development Search, Lease finalization, Infrastructure Set up and complete Movement within 2 months of time
- Instrumental in achieving 20X growth from 100 students to 2000 students in span of 2 years

### Projects

Bihar State Milk Co-operative Federation

Jan'2012-Mar'2012

- Studied ~100 consumer perception about taste, price, quality and packaging of Sudha Milk; Drafted and submitted report to Zonal manager who later implemented quality related suggestion PAN BIHAR

Tata Motors , Patna Consumer Behavior

Jan' 2011- Feb' 2011

- Studied Buyer behavior of Tata Motors passenger car at 20 showrooms; Submitted detailed Report to Sales Head

### Extra-Curricular Activities

- Captained and Won Intra College cricket tournament;
- Volunteered for cloth and money collection drive for Orissa cyclone tragedy