



BALAJI RAVISHANKER

BUSINESS MANAGER

CONTACTS

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WHY ME ?

Adaptable, inquisitive and enthusiastic individual with professional experience in Marketing and Operations with 3+ years in overseeing strategic planning, KPI/KRA monitoring, program management and client relations management..

SKILLS



LANGUAGES



ACHIEVEMENTS

- Awarded The International Award for Young People in 2011, by Duke of Edinburgh
- Best Road Safety Patrol Cadet (2012)
- Joint Treasurer - Leo Club Multiple District 324, India. (2016)
- Hands-On workshop on React in association with Facebook Developers Circle(2017)
- Founded an NGO - HOPE (2018)

CERTIFICATIONS

- 2020-Nov: Content Marketing and SMM, Hubspot
- 2019-May: Google Analytics (Beginner), Google Analytics Academy
- 2019-Jan: Business Analyst, Udacity

EXPERIENCE

2019-10 (to present)

BUSINESS MANAGER

RHEO, PROGRAM MANAGEMENT

- End to End Rheo Esports tournament management, handled **50+** PUBGM, CODM and Free Fire tournaments along with Scrim.
- Built India's first Tamil Game Streaming community on a platform from scratch. Also holds key responsibility of adding other regional languages to the platform.
- Spearhead the development and execution of the vision, while emerging strategies to promote a prominent brand presence and drive & revenue.
- Achieved **50000DAU** (across 3 languages), on-boarded **150+** game streamers, achieved a progressive **4% activation** consecutively month on month & achieved **20% retention** rate within a short period of time.

Tools Used: *MS Excel, Django, Amplitude, Metabase, Branch, FB Analytics*

2019-01 to 2019-08

OPERATIONS LEAD

PLAYMONK, FOUNDING TEAM

- Achieved brand awareness and increased the same by **25%** and public awareness by **30%** using SMM and SEO.
- Maintained financial paperwork and report analysis for the company using tools like *Google Analytics Dashboard and MS Excel.*
- Managed company website and created company's first website using *WordPress* and managed **50+** Esports Tournament and **500+** Scrim. On-boarded international and domestic gamers on to our platform.
- Setting up the operations team, managed the team and engaged the target audience. Verticals: *Google Analytics, MS Excel, Hootsuite, AdWords, WordPress, Google PageSpeed Insights*

2018-02 to 2018-11

BUSINESS EXCELLENCE

NINJACART, CEO'S OFFICE

- Developed a progressive order ship billing process to various distribution centres and consumers to improve distribution and delivery management.
- *Liaised with marketing and operations team as SPOC for effective execution across multiple project verticals.*
- Implemented digital setup in intra and inter city Collection Centers to restore **2Cr** worth crates using RFID and smart tags.

Verticals: *Logistics and Supply Chain, Category, Procurement, RFID, BYOD, Admin*

2015-08 to 2017-01

VP LOGISTICS

THE CLIMBER, CHENNAI ENTITY

- Prepare budgets and ensuring adherence, *creation and tracking of event KPIs*, led the first ever and second Indian Youth Conclave, LIT Feat and was key member of starting MyCaptain program.

EDUCATION

2014-2018

B.TECH INFORMATION TECHNOLOGY

SRI VENKATESWARA COLLEGE OF ENGINEERING

2012-2014

HIGHER SECONDARY

SPRING FIELD MHSS

1999-2014

S.S.L.C

PADMA SESHADRI BALA BHAVAN SSS

