

Rakesh Kumar Nayak

Marketing and Operations | PGDM, ABBS, Bangalore

I hold a PGDM in Marketing and Operations and have a work experience of 2.6 years in Business Development, Sales (B2B) and Logistics operations. I am seeking assignments in Marketing, Sales and operational role with a growth-oriented organization of repute. Skilled in working with cross-functional teams, demonstrating analytical and problem-solving mindset with effective communication abilities; with flexibility to learn, unlearn and relearn.



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SKILLS/COMPETENCIES

Team Management

Requirements Gathering and Analysis

Agile Business Analysis

Root Cause Analysis

Business Development

Customer Relationship Management

Area Sales Management

Retail Sales

MS Excel

Sales Operations

CERTIFICATES

Customer Relationship Management

IIM, Bangalore

Visual Elements of User Interface Design

California Institute of the Arts

Fundamentals of Digital Marketing

Google

Advance Excel

Aptech Limited

Supply Chain Management

ABBS, Bangalore

ACHIEVEMENTS

Best Team Lead

Ninjacart

- Awarded for outstanding team management and exceeding goal

Best Team Lead

Udaan

- Awarded for exceeding targets and demonstrating superior retail knowledge

WORK EXPERIENCE

Associate Cluster Head

PagarBook

01/2021 - Present

Bangalore

- Maintained strong knowledge of all products, pricing plans and service features
- Arranged meetings with clients to identify business pain points, conducted gap analysis, and gave presentations about Pagarbook's offering to help them expand their business operations
- Collaborated with the Sales and Marketing unit to understand client needs and provided guidance to the IT team on how to upgrade the product to meet those requirements
- Designed a market penetration strategy by executing demand creation to onboard different MSMEs as partners
- Developed funnel acceleration tactics which supported product, solution and marketing initiatives for entire Bangalore location
- Provide leadership, coaching and management to the team to ensure performance, development and retention

Team Lead

Udaan

12/2019 - 01/2021,

Bangalore

- Maintained profitable relationships with key customers by delivering end to end operational solutions to their business problems
- Re-segregated the customer base and conducted various market research activities to determine customer needs and preferences
- Suggested and implemented new marketing campaigns for targeted customers with the right channel mix to increase brand visibility
- Created a Sales-Impact matrix, suggested incremental changes to the existing mobile and desktop application to increase visibility of low selling and high potential products
- Collaborated with the UI and UX team to create design improvements to particular products in the application, products more distinct and appealing so as to boost sales
- Motivated team through effective monitoring, coaching, counseling and providing a positive working environment

Team Lead - Sales and Operations

Ninjacart

02/2019 - 12/2019,

Bangalore

- Handled 5 Micro Distribution Centers to support the Last Mile Delivery
- Supervised and led a sales team of 20 salespeople responsible for the company's expansion
- Set and achieved marketing goals for the company by continuous monitoring of marketing execution plan and team performance
- Identified the root cause of the problems, addressed those by suggesting customized solution to minimize the wastage thus increasing profits from assigned Distribution centers
- Collaborated with the operation research team, thoroughly studied their procedures, and proposed a successful plan to reduce the company's last-mile delivery costs, resulting in greater profitability
- Minimized procurement time through appropriate ground planning and successful implementation, allowing resources to be used more efficiently
- Overachieved the given territory target and was awarded as the best TL of the month

EDUCATION

PGDM - Marketing and Operations

Acharya Bangalore Business School, Bangalore

2019

B. Sc - Physics Honours

Ispat Autonomous College, Rourkela

2017