



SHIV KUMAR

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 Home Town : Bhopal
 Age : 27 years



FMS

MBA 2016-18

DIGITAL STRATEGY | PRODUCT MANAGER | BUSINESS DEVELOPMENT | CAMPAIGN MANAGER

CAREER PROGRESSION & ACCOMPLISHMENTS

EXPERIENCE : 37 Months

Axis Securities Limited

Manager: Product and Digital Strategy, Mumbai

May'18-Present

STRATEGY | MARKETING | AUTOMATION | PRODUCT MANAGEMENT | CAMPAIGN MANAGEMENT | TEAM HANDLING

Manager : Digital Strategy

- Spearheaded **Digital Marketing Strategy** to meet business goals via **paid, earned and owned** media
- Ideation, design and implementation of **Marketing automation** in order to win, serve and retain customers
- Executed and managed **Trade@20 pricing** policy as customer acquisition and retention strategy
- Conducted Feasibility study for incorporating **Loyalty Program** along with defining basic structure
- Developed framework and designed communication strategy for **WhatsApp acquisition**

Product Manager : E-Margin

- **Devised and implemented** strategies to spur the penetration and revenue of E-Margin product
- **Lead and Coordinated** with cross functional teams for on time execution of planned activities
- Conceptualized and executed **Team campaigns and Customer offers** thus accomplishing targets
- Initiated and Supervised enhancement of product features for better customer experience
- Increased Month on Month revenue generated and UTC by **163%** and **172%** respectively

Project: Digital onboarding journey for customers

- Member of core team spearheading the project from conception to completion
- Conducted competitive analysis and benchmarking for digital onboarding journey
- Performed vendor evaluation and selection based on capability assessment and work on RFI & RFP
- Created Business requirement document (BRD) and performed UAT and CUG testing for the product
- Designed and executed 360 degree digital marketing plan for digital onboarding with the help of an agency
- Worked on landing page and user journey optimisation based on campaign insights
- Established robust performance tracking mechanism and lead flow process involving multiple stakeholders

Project: Ideation and Implementation of Customer Lifecycle Management (CLCM)

- Responsible for End to End management of Customer life cycle in order to built customer loyalty
- Defined objectives, contact strategy, communication channels and content for better customer engagement
- Developed marketing strategies to support customer onboarding, engagement, retention, cross sell and up sell programs
- Worked with cross functional teams for streamlined flow of data and leads to concerned stakeholders
- Conducted continuous testing, analysing and optimizing target criteria, content, forms, etc. to improve KPIs

Pidilite industries

Summer Intern, Delhi-NCR

Apr'17- May '17

MARKETING RESEARCH | SALES AND MARKETING | BUSINESS DEVELOPMENT

Project : Market analysis for studying consumption trends of Cyanoacrylate & epoxy in Auto & Marble sector

- Analyzed **5+** competitors; Conducted market research in **3** Cities & interviewed **200+** people across **80+** Manufacturer & **20** Projects
- Estimated an uncatered annual Market potential of **20 Cr** in Cyanoacrylate & **45 Cr** in Epoxy in Delhi-NCR
- Conceived a Market Development plan for Customer Base Expansion ; Recommended plans to connect with end users, influencer and decision makers
- Estimated Potential increase in market share from 3% to **10%** in epoxy & 15% to **25%** in Cyano in 1st year

Caredose

Live Project, Delhi

Feb'17- Mar '17

PRICING STRATEGY | BUSINESS DEVELOPEMENT | SALES AND MARKETING

Project : Setting up hyper local partnership business model with pharmacies for Caredose

- Designed **Pricing and Promotional** Strategies; Identified Target groups by Market research
- Conducted **In-depth interviews** to understand market & interest level of Pharmacies
- **Pitched** the product to **50+** Pharmacies and visited over **80+** residency in NCR

CLIENT HANDLING | SOFTWARE DEVELOPMENT | AGILE METHODOLOGY

Role : Software Development

- **Designed and delivered Knowledge session** to colleagues on functional working of routing application
- Executed the test phase in **Software development life cycle**, in order to improve product efficiency
- Served as **point of contact with foreign clients to collect** feedback and understand client needs

EDUCATIONAL QUALIFICATIONS AND ACHIEVEMENTS

M.B.A. Marketing & Strategy	2018	FMS, Delhi	68.75%
B.E E.C	2014	SGSITS, Indore	72.70%
Class XII CBSE	2010	Army Public School, Bhopal	81%
Class X CBSE	2008	Army Public School, Bhopal	84%
Extracurricular / Academics Achievements	<ul style="list-style-type: none">• National Winner, Har Ek Friend Zaruri Hota Hai Contest conducted by Airtel• Winner, FMS Liga Deportiva, Multiple Sports league conducted by Sports Society, FMS• Winner, Leadership Development Challenge organized by E-cell, FMS Delhi• Achieved 27th State and 393rd Olympiad rank in International Olympiad of Mathematics		