

SARTHAK DAS

Phone: +91 9937496496

LinkedIn:

Email: dsarthak13@gmail.com

Date of birth: December 13, 1989

<https://www.linkedin.com/in/sarthak-das-899b5bba/>

Languages: English, Hindi, Odiya

PROFILE

- A result-oriented professional with over 4 years of experience in managing digital products, project management and CRM (customer relationship management), and 10 months of experience in marketing operations, SCM (supply chain management) and commercials
- Skilled in digital marketing, media planning and event management
- Knowledge of Google Adwords, Facebook Analytics, Salesforce and Oracle EBS

EDUCATION

- **Masters, Business Administration (2017)**
Marketing and Systems
Xavier Institute of Management, Bhubaneswar
- **Bachelors, Technology (2011)**
Electronics & Telecommunications
KIIT University

PROFESSIONAL EXPERIENCE

Assistant Manager, Operations, Mahindra Comviva, Gurgaon (June 2017 – present)

Responsibilities:

- Project planning with users, drafting RFPs for various products and services, evaluation of proposals and partner selection
- Statement of work documentation and finalization, including deliverables, scope, project milestones and deadlines
- Spend analysis and cost optimization strategies for internal and client projects
- Managed marketing subscriptions such as Gartner Product Management and Marketing, Reprints and LinkedIn Branding Solutions
- Executed, signed and managed key contracts, agreements and amendments
- Managed global marketing events such as Mobile World Congress, Annual Sales Meet, Partners Meet, etc.

Achievements:

- Managed the Salesforce (sales and marketing cloud) implementation project in the company
- Secured a new deal of International Travel Insurance with 15% run-rate savings on annual cover and 13% run-rate savings on daily cover

Systems Engineer – Analyst, iON cloud based ERP solutions, Tata Consultancy Services, Mumbai (Sept 2011 – Aug 2015)

Responsibilities:

- Managed end-to-end delivery of multiple projects for applications like Campus Management Solution, Digital Assessments and Digital Content Management
- Requirements gathering, analysis and documentation of change requests and deliverables for every new release
- Module owner for digital content management, which served more than 80% of the country's important digital assessments
- Part of the presales team for lead management and application demonstration to qualified prospects
- Management of pilot projects and ERP configuration for various clients according to their business requirements
- CRM Manager (client data, sales leads, escalation management and Root Cause Analysis) for iON applications

Achievements:

- Best Quality Assurance Associate Award for using analytics to identify high risk modules in various applications
- Successful and defect-free roll-out of iON Assessments for high stake exams like AIEEE, CAT and IBPS

Internship: Reliance Jio Infocomm Limited, Navi Mumbai**Project: Digital Marketing Campaign****Responsibilities:**

- Managed the Localization Project, a part of the launch campaign for Jio Apps and website
- Interfaced with the brand and video teams of LYF smartphones for product videos creation for social media launch

Achievement:

- Designed 82 workflows, which were approved by the senior management and implemented organization-wide for structured content management

CERTIFICATIONS/WORKSHOPS

- Google AdWords Fundamentals certification by Academy for Ads, Google, 2018
- Marketing Leadership Certification on "Building brand equity" by CMO Factory, 2016
- SAP Materials Management training and live project at EAM division, KIIT, 2017
- ISTQB Foundation level software testing certification by International Software Testing Qualifications Board, 2013
- Filmmaking workshop at Whistling Woods International, Film City, Mumbai, 2014

EXTRACURRICULAR ACTIVITIES AND ACHIEVEMENTS

Positions of Responsibility:

- Core Member, Illuminatix, The Media & PR Cell of XIMB, 2016-2017
- Celebrity Events Coordinator, Xpressions, the annual fest of XIMB, 2016
- Chief Organizer, Coke Studio at XIMB, 2016
- Core Member, Organizing Team, TedX at XIMB, 2015 and 2016
- Core Member, Organizing Team, The XIMB Media Conclave, 2015 and 2016 attended by India's top news editors
- Member, Organizing Committee, 15th National Youth Festival, 2010
- Collaborated with 9XM in designing the Aston bands and social media content for Xpressions 2016 promotions on national television and 9XM Facebook page
- Bronze Medal in Long Jump, Annual Athletics Meet, KIIT University