ABHISHEK TRIVEDI

CAREER OBJECTIVE

Working Professional with **over 9.4 years** of work experience across domains. Have gained good exposure to understand various aspects of **IT consulting, operations transformation, performance transformation, sales cycle and account management** at a very professional level. Hence, I seek a challenging position in the area of **Consulting, Product Management, Enterprise/Corporate Sales & related fields** where I can share my skills and expand my capabilities further in the pursuit of progressive career advancement.

CORE COMPETENCIES

- **Banking & Investments/ Insurance, Credit Cards, Wealth Management**
- **Marketing Activities(ATL/BTL)**
- **Testing, RFP. RFQ, RFI**
- **B2B/B2C/Institutional Sales, Software Sales, Client Acquisition, Channel Management, IT Sales, Cloud Sales, Marketing Automation**
- **Python/R/Tableau/SQL, Data Analytics, Linear Regression, Statistics**
- **IT consulting, operations transformation, performance transformation**

EXPERIENCE

SINCH - **Senior Manager-Sales**
04/2021 - Current

- Part of account management and IT consulting of mid to large segment enterprises
- Selling of **Cloud computing**-based solutions to enterprises
- Consulting the enterprises on various channels to engage with end users
- Helped a client(from financial domain) to **increase CTR** by 18%
- Developed a **network expansion strategy** for the region resulting into 10% increase in sales revenue for the region
- Onboarding and alliance with **Independent software vendor**(ISV)
- Meeting revenue by existing clients, acquisition of new clients, cross-sell and up-sell offerings by consultative approach
- Generate business insights through analyzing relevant competitor's data, their offerings and pricing strategies
- Experience of managing **multiple stakeholders** and putting a task to end while collaborating with multiple teams and deadlines
- Work on RFP, RFQ and RFI
- Involved in cold calling, stakeholder meetings, presentations, requirement gathering, negotiation, closing the deal, post sales account management and Institutional sales
- Regular interaction with technical, product team and other internal stakeholders to design/customize the product as per client's business requirement and ensure delivery on time
- Managing and dealing with C-level executives

Citibank - **Key Account Manager**
02/2017 - 04/2021

- Part of core affluent client acquisition team, responsible for acquiring B2B clients and Ultra HNI clients.
- Organizing and managing marketing events and creating tie ups for corporate with a view to increase client engagement and customer acquisition.
- Managing and dealing with C-level executives. Involved in ATL and BTL marketing activities.

CONTACT

abhishektrivedi2008@gmail.com
+91-9789070342

PROFILES

- https://www.linkedin.com/in/abhishek-trivedi-8232b218/
- https://public.tableau.com/app/profile/abhishek.trivedi

EDUCATION

Post Graduate Program: Data Analytics
Purdue University in Collaboration With IBM
Simplilearn Certified • 2021

PGDM: Marketing/IT(dual)
FORE School of Management, New Delhi
CGPA : 6.22/10 • 2015

B.Tech: Computer Science & Engineering
Vellore Institute of Technology, Vellore
CGPA : 8.23/10 • 2010

CERTIFICATION

- "Introduction to Marketing" : Wharton Business School Online
- Association of Mutual Funds in India
- Insurance Regulatory and Development Authority
- Agile Scrum Foundation-Simplilearn
- Data Science with R- Simplilearn
- Data Analytics with Python-Simplilearn
- SQL Training-Simplilearn

TECHNICAL SKILLS

- **Tools/languages :** Python, R, Tableau, Salesforce
- **Other :** SQL, MS Office(Word, Excel, Powerpoint), HP Mercury Quality Center

ADD. INFORMATION

- **Hobbies :** Cooking, Music
- **Languages :** English, Hindi

- Managed over 60 clients with AUM of above 70 crores
- Managing wealth/surplus funds for HNI and corporate customers
- Initiated and worked on the "**Start Up Ecosystem**" project to assist small start-ups to flourish in the market.
- Acquiring and activating MNC Subsidiaries and MSME corporate. Involved in strategic partnerships with corporate.
- Involved in Up-selling and cross-selling. Preparing and presenting presentations.
- Gathering requirements from clients, analyzing them and sending them to product team to design the proposition accordingly

Jindal Rectifiers - **Business Development Manager**
04/2015 - 08/2016

- Worked as territory sales manager handling Tamil Nadu and Puducherry.
- Involved in handling key accounts, Channel Sales Tata Consultancy Services Software Engineer (Dealers/ Distributors network development), cold calling, customer order management, clients/ channels partner Relationship Management, handling RFQs/ RFPs, B2B sales/ Institutional sales, after sales and ATL marketing activities.
- Conducting ATL marketing events within southern Indian region to increase reach.

Tata Consultancy Services - **Business Analyst**
09/2012 - 05/2013

- Understanding the needs of multiple stakeholders.
- Facilitating the negotiation of requirements amongst multiple stakeholders.
- Identifying the current- and future-state business processes.
- Preparation of Business Requirement Document and Use cases

Tata Consultancy Services - **Software Engineer**
08/2010 - 09/2012

- Worked as a functional test engineer in a retail project of healthcare sector, where my role was of a module lead, which involved maintaining a daily interaction with the client, business analysis, sending reports to the clients, test case writing and various testing phases integration, system, regression and user acceptance testing. Worked as team lead handling a team of 5.
- Worked on various tools like HP Mercury Quality Center 10.0 and Oracle 9i for data verification and testing the application.

PROJECTS
- Developed model for **Google Play Store** for predicting apps to be promoted by Google and which app will have higher rating, basis various factors using liner regression model.
- Developed model for **Walmart,USA** to predict the sales and demand, considering factors like economic factors like unemployment Index, CPI, Fuel price and holidays like weekly sales, Thanksgiving, Christmas, Labor day and Super Bowl.
- **Built a dashboard using Tableau** that presents monthly sales performance by product segment and product category to help retail client identifying the segments and categories that have met or exceeded their sales targets, as well as those that have not met their sales targets. **Link :** https://public.tableau.com/views/assessment2_16230071917990/Dashboard1?:language =enUS&:display_count=n&:origin=viz_share_link

ACHIEVEMENTS
- Among top5 acquisition managers for Citibank in India for 2020
- Top acquisition manager of Bangalore for Citibank in 2019
- Did operational transformation for one of my client at Sinch resulting into better performance and increased revenue