



# ABHISHEK KUMAR SINGH

Product Consultant

(MBA – MIS + Marketing)

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## PROFILE SUMMARY

- A Product Consultant experienced of almost **2.7 + years** in product solution and development.
- Good understanding of **data management** and **data analysis**.
- Expertise in product recommendation based on client data.
- Highly skilled in various technical approaches and analytical approach to understand the product and **market segment and geographic** for developing new products.

## TECHNICAL SKILLS

- Advance Excel
- SQL
- Google Analytics
- Tableau
- Marketing Analytics

## TOOLS

- Tableau
- MS Office
- SQL

## WORK EXPERIENCE

**Organization: Simplilearn, Bangalore**

Duration : December 2021 – present

Role : Product Consultant (Germany Program)

Job Role –

- Has been working in a Newly Launched program, one of its kind for the company. i.e. PGDM and Global MBA program from IU Germany and LSBU along with consultant for products like Artificial Intelligence and Data Science.
- Managing the service side of the work implementing **Google Analytics** to understand customers' demands and making a proactive intervention, to increase product growth.
- Worked on **data collection and analysis** for a product to identify pain points for underperformance and recommended improvements to increase revenue.
- **Lead Management** and Salesforce CRM updating.
- Has been consistent in B2B and B2C meeting and exceeding target revenues and maintaining Salesforce CRM hygiene.
- Worked on **salesforce CRM** and a better understanding about it.
- Have generated a revenue of 200k USD with a product ticket size of INR 10 – 14 lac.
- Regions Catered – Pan India and Middle East

**Organization : Lido Learning, Bangalore**

Duration : April 2021 – December 2021

Role : Business Development Associate

Job Role –

- Identify and develop strategic relationships with potential customers.
- Assist in the development of a strong pipeline of new customers through direct or indirect customer contact and prospecting.
- Ongoing monitoring and analysis of pipeline to review performance & optimize accordingly to ensure objectives are met.
- Understanding client needs and offering solutions and support, responding to client requests for proposals (RFPs)

## STRENGTHS

- Quick Learner.
- Good analytical skills
- Initiator and passionate about working.
- Good grasping ability.

## LANGUAGE KNOWN

- English
- Hindi
- Bengali

## PERSONAL DETAILS

- Date of Birth : 07/03/1991
- Sex : Male
- Marital Status : Unmarried
- Father's Name : Binod Kr Singh
- Contact Address : 4<sup>th</sup> block , 80 feet road, Harsha Niketan , Kormangala Bengaluru , Karnataka - 560034

## ACHIEVEMENTS:

- Achieved **Core Value Award** in displaying the Organizations core value in **Entrepreneurship** for Q2 -2023
- Achieved **Top Individual Award** for Q1-2023
- Achieved **Top Individual Award** for Q2-2022
- Achieved **Core Value Award** for Q1- 2022 from Simplilearn.
- Achieved **Rising Star Award** for Q4 -2021 from Simplilearn.

- Creating and maintaining a database of prospect clients on (**Plutus, LMS, TMS CRM, Excel, etc.**) of prospective client information.
- Surpassed sales goals by 66%
- Cold Calling and Lead Generation.

**Organization** : Kotak Mahindra - Kolkata

**Duration** : October 2020 – March 2021

**Role** : Relationship Manager

**Job Role** –

- Responsible for generating business from various segments on existing client based.
- Responsible for Financial Analytically process & custom-made solutions with various flexibility offer to customers.
- Assessing clients' financial portfolios.
- Expertise in financial analysis, identifying customer's long-term /short term financial needs and providing custom made solutions to their financial needs to their satisfaction.
- Well experience in understanding customer's & need base Selling on the basis of after doing **FHI** (Financial Health Index)
- Responsible to build and develop and improve the quality of business relationship with new and existing clients and corporate deals.
- Well experience in handling corporate presentation in highly professional manner.
- Responsible for work on ACE CRM and making a weekly Sales report and business conversion ratio **Dashboard report**

## EDUCATION

- MBA (MIS + Marketing) from NSHM Knowledge Campus Kolkata (MAKAUT) in 2020 (2<sup>nd</sup> Topper of Batch)
- Graduation (Arts) from Calcutta University in 2011
- 10+2 (Science) from Sri .M.M.T.I.C (U.P) in 2007
- 10th (Science) from Sri .M.M.T.I.C (U.P) in 2005

## CERTIFICATIONS

- **Marketing Analytics** from NPTEL in 2020
- **SQL: MySQL for Data Analytics & BI** from Udemy in 2020.
- **Advance Excel** from Udemy on 7th May 2020
- **Advance Google Analytics** from Google in 2020
- **Data Visualization Using Tableau** from Great Learning Academy on July 2020.
- Fundamental of **Digital Marketing** from Google.