

KALP SHOBHANA

Summary			
An innovation-driven professional with 6.5 years of experience across strategy, product and analytics. Empathetic leader, adept at driving 0-to-1 journeys & user-centric strategics for new product initiatives to achieve sustainable business outcomes.			
Educational Qualification			
Qualification	Institute	CGPA/ %	Year
MBA (pursuing)	Indian Institute of Management, Ahmedabad	3.5/4	2024-2026
B.Tech (ECE)	National Institute of Technology Warangal	7.24/10	2020
XII, CBSE	Delhi Public School Vadodara	97.2%	2016
X, CBSE	Delhi Public School Vadodara	10/10	2014
Work Experience			(78 Months)
Myntra Bengaluru			(12 Months)
Senior Manager Product Strategy			January'24-December'25
Roles and Responsibilities			
- Driving strategic initiatives for the gross-to-net charter. - Building a personalized customization experience for Myntra Luxe customers.			
BLACKBUCK (Zinka Logistics Solutions Pvt. Ltd.) Bengaluru			(36 Months)
Manager Product Strategy			January'21-January'24
Roles and Responsibilities			
- Led monetization charter which helped generate 70% incremental monthly revenue - Worked closely with Product team to enhance the product experience (currently best in industry) and Introduce VAS - Optimized operational processes to reduce manpower requirements by 25% - Led the department Business Analytics team, built interactive dashboards to deliver key insights and detect anomalies. - Revamped category-related SOPs which improved CSAT by 1.5x - Built a new chargeback process to reduce resolution TAT from 30 days to 1 hour (Best in the industry) - Helped identify key levers to enable 2x sales			
Key Business Achievements			
4.5x GMV growth over last 3 years - Increased market share from 8% to 34% over last 3 years (Currently market leaders in M&HCV segment) - Generating 70% incremental revenue from VAS			
KALAM, Warangal			(30 Months)
Founder			August '23-February '25
Roles and Responsibilities			
- A startup based on psychological marketing, pioneered the concept of "Zero-cost notebooks" - Provided a revolutionary way of advertising to organizations with students as their target audience and Delivered best value prop product with 85% cost reduction to the student community			
Key Business Achievements			
- Generated 16L+ Revenue - Onboarded 20+ Partners and Sold 50k Units			
Achievement			
BLACKBUCK			
- High Spirit Mile Quarterly Award Winner Jul-Sep'22 - Transformation Mile Quarterly Award Winner Apr-Jun'23 - First Mile Quarterly Award Winner Apr-Jun'21 - Sales Champion - AIR 1 Monthly Award Winner Oct'20			
KALAM			
- First Prize in Startup Expo E Summit'19, NITW Telangana - Recognition in newspapers			
DPS Vadodara			
- State Topper CBSE - Laureate Delhi Public School Vadodara			