

KALP SHOBHANA

(+91) 8141357555

kalpshobhana21@gmail.com

Vadodara, Gujarat, India | 390020

EDUCATION

National Institute of Technology Warangal

Telangana, India

B.Tech in Electronics and Communication

Engineering, **GPA: 7.24/10**

Aug 2016 - July 2020

Delhi Public School Vadodara

Gujarat, India

1) Senior Secondary Education, **Score: 97.2 %**

April 2014- Mar 2016

Achievement:

State Topper | CBSE

Laureate | Delhi Public School Vadodara

2) Secondary Education, **GPA: 10/10**

April 2012- Mar 2014

Achievement: Scholar Badge

SKILLS

Technical Proficiency

SQL, Python, MS Office

Adobe Premiere Pro, Adobe Photoshop

Management Skills

Category Management, Marketing,

Leadership, Strategic Planning,

Problem Solving and Decision Making

Product Management, Operations,

Data Analysis, Communication

LANGUAGES

English, Hindi, Gujarati

CERTIFICATION

1) Digital Marketing | University of Illinois

Issued by: Coursera

2) Supply Chain Management | Rutgers the State University of New Jersey

Issued by: Coursera

3) Human Resource Management | University of Minnesota

Issued by: Coursera

WORK EXPERIENCE

Myntra | Bengaluru

Senior Manager | Central Projects (January 2024 – Present)

- 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

Category Manager | FASTag (April 2022 – January 2024)

- Leading 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%
- Leading the department Business Analytics team, built interactive dashboards to deliver key insights and detect anomalies

Achievement: High Spirit Mile | Quarterly Award Winner | Jul-Sep'22

Transformation Mile | Quarterly Award Winner | Apr-Jun'23

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

Associate Category Manager | FASTag (January 2021 – March 2022)

- 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

Achievement: First Mile | Quarterly Award Winner | Apr-Jun'21

Management Trainee | Internship (August 2020 - December 2020)

- Responsible for running pilots of new sales channel development
- Helped build toll channel which is currently contributing 40% in sales month on month

Achievement: Sales Champion - AIR 1 | Monthly Award Winner | Oct'20

KALAM

Founder (Jan 2018 – July 2020)

- 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

Achievement:

First Prize in Startup Expo | E Summit'19, NITW Telangana

Recognition in newspapers

Key Business Achievements:

- Generated 16L+ Revenue
- Onboarded 20+ Partners and Sold 50k Units