



# Abinash Panda

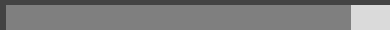
Associate Manager

## CONTACT

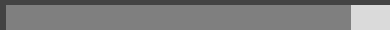
- Sarjapura, Bangalore
- 9886257638
- Abinash.panda2010@gmail.com

## SKILLS

Product Management



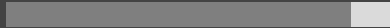
Ecommerce Consulting



Sales and Marketing



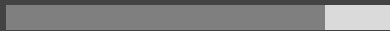
Stakeholder Management



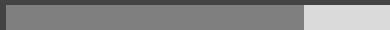
Teamwork



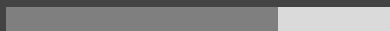
Documentation



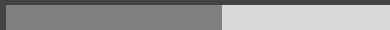
Requirement Analysis



Negotiation

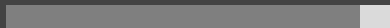


SEO

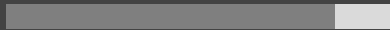


## SOFTWARE

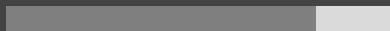
ShopDC Design System



Product Management System



Content management system



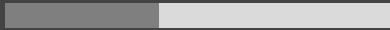
Microsoft Office - 2013



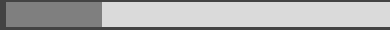
Tableau 10.3



Magento ecommerce platform



Google Analytics



## SUMMARY

Professional Business Developer with more than Nine years' Experience in Business Development Process. Involved in Product testing, Management and Development of new Business Opportunities.

## WORK EXPERIENCE

Associate Manager  
Feb 2019- Present

QUESS Corp Limited (Client - Huawei Technologies India)

- Set up a center of excellence to manage the digital channels for client's global e-commerce operations
- Managed the brand site sales channel and focused on increasing the revenue and registrations for the channel keeping in mind the KPIs given by various stakeholders
- Owned the campaign management product analyzing the software to give requirements to improve the product, as well as getting requirements from other users and stakeholders for the same
- Owned the requirements for the campaign management product, working with the HQ IT team, testing team and the users to get the requirements implemented following a strict timeline
- Managed over 100+ events and phone launches for the Middle East (KSA & UAE) market
- Led the overall global campaign management team with different campaign managers reporting to me
- Identified UX optimization opportunities across the e-commerce purchase funnel
- Analyzed and optimized own-channel market communication leading to almost 100% increase in Click through rate
- Created templates for all reports, checklists, campaign planners, handbooks, training material, requirements document etc. for the site operation
- Conducted various A/B experiments to optimize content and CTA's in our campaigns and own-media-communication
- Conducted meet-ups with various teams, getting various requirements to improve the campaign building in-house platform, to further optimize and make the campaigns more engaging
- Led the top three most successful events in the history of the platform, in terms of sales, revenue, users, engagement etc.
- Creating detailed daily , campaign , quarterly and annual reports analyzing all aspects of the e-commerce platform like sales, revenue, UX, traffic, SEM , SEO, activities, conversions etc.
- Running day to day operations of the brand e-commerce site including leading various teams, monitoring the platform for any issues, getting content updated on the site, keeping the homepage updated, keeping a check on inventory and offers etc.
- Preparing FAQ & T&C for the campaigns
- Handling WH, LSP & returned orders and manage the delivery of accurate KPI and RCAs

Customer Service Engineer: Level 3

Nov 2018- Feb 2019

## EDUCATION

B.E Computer Science (2010)  
(Dayananda Sagar College of engineering,  
Bangalore)

+2 science (2005)  
(BP College of SC & ED., Bhubaneswar)

H.S.C.E. (2003)  
(Onslow Institution, Orissa)

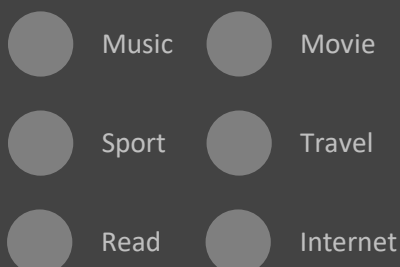
## AWARDS

1. Won Performance Excellence  
Award for Feb 2020 from Huawei
2. 3 times received best employee  
awards from Lenovo on the basis  
of performance
3. Won Individual Excellence Award  
from Lenovo for flawless  
execution of SCB Win10 Global  
Project

## Reporting

1. Conducting UATs for any new  
system & writing Test Cases  
for yearly ERs
2. Expertise in MS Office  
documentation tools like  
Word, Excel, power point &  
Visual Basic
3. Adequate expertise in Tableau  
10.3. Prepared Lenovo CDS  
reports using the tool.

## HOBBIES



## LANGUAGES

ENGLISH



ORIYA



HINDI



## WORK EXPERIENCE

### Operation Analyst

Feb 2013-Nov 2018

### Concentrix Services India Private Limited (Client - **Lenovo Asia Pacific**)

- Support Sales Account Managers and pre-sales teams on major bids and expansion of service, providing guidance on service delivery and performance expectations, and details of the current installed base
- Maintain and develop documentation, relevant correspondence, customer service related documents and scope of work with partners
- Provide Partners training on web portal tools, fault management, escalations procedures and Process knowledge
- Single Point of contact to liaise with Service partner and internal teams to resolve any billing issues or disputes
- Provide technical support & instruction to the Service partner on service performance issues or process issues; provide support on financial queries and disputes
- Main Interface between internal Customer, Sales, Service Delivery, and Service Assurance teams
- Review service performance on a monthly basis with all service partner
- Provide Service partner with service enhancement recommendations
- Investigate pilferages and manage the delivery of accurate KPI and RCAs
- Call volume diversion on basis of performance
- Expansion planning and allocation of new partner / PUDO across India
- Ensuring services and inventory levels are maintained for clients / end customer
- Ensuring etiquette commodity & timely return of defectives
- PO & Invoice Validation and follow up for proper Payment to Partners
- Updating PO status for closing the billing cycle
- Following up and getting the Incidents blocked in SAP System updated for Closure
- Reviewing SOW, plans, resources, involvement, and roles/responsibilities
- Keeping management in sync with Service performance reports on weekly/ monthly basis
- Work with cross-functional teams to develop business strategies for lead generation
- Coordinate with partners to prioritize, plan and manage business activities
- Oversee partner rewards and recognition programs
- Participate in business review and revenue forecasting activities

### Product Analyst

Nov 2011-Jan2013

### C-Cubed Solutions Pvt. Ltd. (Client - **Sony US and Canada**)

- Analyzing the chats handled by Level 1 and Level 2 analysts
- Preparing report based on the analysis
- Documenting the analysis in the internal database
- Analyzing the weak areas of the analysts
- Giving proper feedback to the analysts
- Conducting refreshers on the product
- Preparing daily mentoring tests
- Providing the information about the different Sony Policies and Referrals
- Giving feedbacks based on their product knowledge and progress
- Level 2 support for the network issues
- Level 2 team takes the ownership of the more complex issues

### 24/7 customer Pvt. Ltd. (Client - **Adobe global support**)

- Attaining daily, weekly and monthly targets specified by the process Adobe
- Adhering to the schedule as prescribed by the TL
- Conveying the client requirements to the team with regards to the process Adobe
- Attending customers C-Sat
- Resolving customer's technical query
- Attending escalation calls apart from taking normal calls

### Technical Support Executive

Apr 2011-Oct 2011