****

**Nisha Kapoor**

Mobile: 6306440611

Email: Nisha.kapoor4301@gmail.com

**Certified Salesforce Administrator**

**Professional Summary**

* Over 5+ Years of experience in Acquisitions, Product pricing, Usage & Retention, Campaign Management in Telecommunications and digital marketing industry in India. 3 years of experience in customer service.
* Sound knowledge on Product pricing in a highly volatile and growing telecommunication industry in India
* Competencies include Usage & revenue enhancement, Product launch, Data analysis, interpretation, evaluation skills and trade schemes.
* Deeply involved in analyzing current and historical pricing trends and make recommendations as needed within the industry
* Extensive exposure to preparing monthly, weekly and daily dashboards and key metrics and presenting to key stakeholders.
* Involved in managing trade partners to achieve revenue targets
* Sound knowledge on MS Office tools(Excel and access)and related software’s
* Strong communication skills with easy adaptability and learning ability.
* MBA from Xavier’s Institute Of Social Services, with specialization in Marketing in FY 2009.
* Graduated in Bachelors of Commerce from St. Xavier’s College, Ranchi (FY 2006)

**Work Experience:**

### **Merkle Sokrati (November 2018 - May 2019)**

### **Role: Operations Analyst**

* Managing the backend process of Hyper local campaign for three regions(south, south east and West)
* Ensuring all the targeted dealerships have enrolled for the campaign, if not enrolled yet identifying the gap, analyzing it and raising flags to the concerned department.
* Managing the agreement and annexure.
* Managing the media budget and ensuring timely activation of campaigns as committed to the dealership.
* Coordinating with operations, media, finance, sales team and business for smooth on-boarding of dealership and campaign management & Reporting
* Managing the tickets raised by both internal and external associates.
* Effectively communicate with the cross functional teams on a regular basis.

### **Bharti Airtel Limited (July 2012 - Jan 2013)**

### **Role: Assistant Manager – Marketing(Product Pricing)**

* Primary Revenue tracking(target achievement vs. Annual Operating Plan) for Northern India circles for Prepaid business
* Involved in analyzing Usage & Revenue Enhancement for segments
* Responsibilities also include End-to-End Product Management (product pricing/ launches/modification/reorientation/configuration/rollouts) for relevant business segments & performance analysis for the same
* Extensive Business Analysis for various programs & product roll outs for increase of Revenue Market share including competition tracking, trade engagement, subscriber insights etc.
* Part of core strategy team for implementation of process effecting incremental wallet share
* Responsible for retention & win-back engagement program implementation through extensive coordination with corporate CLM team
* Preparing dashboards and sending to the key stake holders to track the impact of pricing decision on revenue
* Effectively communicate with the cross functional teams on a regular basis

### **Reliance Communications (February 2011 – June 2012)**

### **Role: Assistant Manager – Marketing (HUB Campaign Specialist \_ GSM platform)**

***Job Responsibilites:***

### U&R Dynamics – Prepaid Voice

* Planning and Launching Products and Segmented pricing Campaigns.
* Identifying customer base contributing least revenue and proposing best suited products for them
* Mass & Micro Segmentation of existing base on different parameters and running promos for incremental revenue growth month on month basis

### Analysis & Reports

* Analyzing Customer preferences, usage trend and customer habit through their current tariff plans, call type-wise Minutes of usage and upgrade them as per specific needs
* Analyzing Product Life Cycle based on various parameters like Age on Network, Minutes of Usage, Decrement and Calling Pattern and timely interventions, whenever required
* Pre-launch and post launch analysis of new product/modifications/reorientations
* Analyzing Month on Month average revenue per user, bucket movement of the subscribers

### Campaign management

* Developing & managing GSM campaigns for mass market & segmented subscribers for enhancement of revenue through consumption based upgrades and preventive churn models.
* Performance Analysis of various campaigns to give insights/feedback in order to change/modify & conceive new programs & increase the productivity, effectivity & ensure customer engagement.
* Handling end to end communication for Mass market offers and segmented campaign through different vehicles of communication
* Vendor management for timely implementation of various tools deployed for communication.
* Explore and implement new modes of communication to win back customer interest.

### **Other Responsibilities**

* Co-ordinate with Product, Campaign and Configuration teams in the configuration & launching of new products and there communication

### **Aircel (March’ 09 - February’11)**

### **Role: Analyst– Prepaid Acquisitions**

### **Job Responsibilities:**

### Product Management

* Managing & monitoring Quality of Acquisitions for consistent Revenue Enhancement of new subscribers
* Launch of new Products (pricing) & promotions with Black Berry/Peek/INQ (Handset, Tariff & Recharges offers) to increase Acquisitions
* Competition tracking & Comparison of existing products with the competition; recommend product/price changes to counter competition
* Channel Communication through Telecalling, SMS & IVR on new products / Schemes

### Trade Management

* Trade Schemes for Retailers to ensure new customer acquisition Share and counter competition.
* End to end Trade scheme settlement.
* Analysis of Transacting and Non transacting retailers & monitoring trade balance to increase depth & width of distribution*.*
* Manage Subsciber Acquisition Cost - Structuring Commissions, & Channel Incentive Programs
* Designing plans to upgrade retailers from lower to higher bucket.

### **Reliance Telecommunications Limited(July’ 03 October’06)**

### **Role: Customer care executive**

### **Job Responsibilities:**

* Receive incoming calls from existing customers. Provide best possible solution.
* Educate customers about plans and services. Inform them about new and better plans
* Problem solving of clients with service issues.
* Assisting customers regarding handset settings.
* Working with other departments if necessary to resolve issues.
* Participate in all required trainings.
* Responsible for providing excellent customer service.
* Work on CMS along with taking calls.
* Call and inform customers for the escalated issues post resolution.