

Email: singhemant993@gmail.com

Mobile: +91-9617365369

HEMANT SINGH

Summary

Data-driven Analytics with 5+ years of experience, in identifying data patterns, which led to the highest yield optimization & Average revenue per user (ARPU). Actionable ROI-focused marketing and product strategy through customer analysis and statistical information. Skilled collaborator comfortable working across key functional business areas to deploy analytical insights around acquisition and Customer lifecycle cross-sell and retention based strategies.

Personality Traits

- Highly motivated and eager to learn new things.
- Strong motivational and leadership skills.
- Ability to produce best result in pressure situation.
- Excellent communication skills in written and verbal both.
- Ability to work as individual as well as in group.

Educational Qualification

Year	Qualification	University/Board	CGPA/Percentage
2019-2020	Integrated Program in Business Analytics	IIM INDORE	
2014-2016	Master of Business Administration MBA (E-Commerce)	IMS, DAVV (INDORE)	71.0
2010 – 2014	Bachelor of Technology (B.Tech.) in Computer Science Engineering	MEWAR UNIVERSITY CHITTORGARH (RAJ.)	7.12

Experience:

Company Name: **Byjus (Think and Learn Pvt Ltd.)**

Position: Team Lead

Duration: 09 April 2021 to Present

Place: Bengaluru

- Coordinating with the cross-department teams and providing in-depth insights and analytics which lead to dynamic decision making to increase performance & improve business process.
- Creating Management level dashboards using BI tools (Tableau & others) for Recovery & Collections department, identifying loan repayment trends and forecasting the daily/monthly payment counts.
- Performing analysis and producing meaningful insights and recommendations to business process, strategies for acquisition, retention, and monetization
- Working with senior management members/CxOs to develop road maps to revamp the digital transformation within the organization
- Leading the team & directing the completion of end to end Reporting and Data analysis activities including Data extraction, Validation, Scrubbing, Cleansing, Enriching, etc
- Identifying Customers that can turn into the NPA (Non-Performing Assets) and developing user insight and CRM technology (Salesforce) for operations department.
- Identifying the correlation between data attributes and developing strategies for customer acquisition Lifecycle and retention initiatives.
- Developing and implementing high-performance process and task KPIs for supply chain department, reducing daily reporting time by 12%

Company Name: **Venza Consulting**

Position: Sr. E-Marketing Analyst (International Business Process)

Duration: 1st May 2019 to 28 Feb 2021

Place: Indore

- Developing end to end product development and marketing strategies.
- Developing digital-first thinking and implementing industry insights to provide recommendations for funnel improvements with financial impact

- Solve complex problems by understanding company business needs and goals.
- Using Business Intelligence and Data Analytics to analyse performance and future forecasting.
- Managing Leads and clients portfolio for making effective marketing decision.
- Data Analysis and Visualization of stocks and sectors on daily bases.
- Organizing webinars, online conferences, and intro videos for marketing purposes.
- Generating visualization and reports on Tableau, Data Studio, and Power BI for performance auditing.

Company Name: **Epic Research**

Position: E-Marketing Analyst (International Business Process)

Duration: 13th September 2016 to 30th April 2019

Place: Indore

- Driving the best customer experience possible. Working closely with UX and content teams to develop, test and deliver a world-class product Experience.
- Driving end-to-end product/services marketing strategies and roadmap development and deployment on time.
- Expanding existing strategies, add new services and research new platforms to create growth.
- Using a Custom Metrics and Data Analytics to understand consumer behaviour to run growth experiments.

Company Name: **CapitalVia Global Research Limited.**

Position: E-Marketing Specialist

Duration: 8 Months (4th January to 5th September 2016)

Place: Indore

Job Description: Promoting forex and stocks fundamental and technical research report on various social media platforms and educating traders about company products and services. Handling social media profiles of a company and updating as per the requirement.

Awards & Recognitions

- 5 Times Employee of Quarter Award Winner.
- 2 Times Employee of the Month.
- Worked as the Freelancer and suggested some unique marketing strategies to clients.
- Successfully organized a houseful seminar in Singapore and Malaysia for the Company.

Extra-Curricular Activities

- Google AdWords Fundamentals and Search Advertising Certification.
- Certificate for attending Cloud Computing Workshop, held at IIT Kanpur.
- Certificate for attending Ethical Hacking Workshop, held at Mewar University.
- Worked as volunteer in NSS (National Service Scheme).
- Master Salesforce Lightning Reports, Dashboards & Listviews Course Completed Certificate by Udemy

Personal Profile

Father's Name : Mr. Hargovind Singh

Gender : Male

Date of Birth : 29 July 1992

Permanent Address : Block – A , Flat no. 101, Anand Valley,
Anand Nagar, Chitawad Road, Indore (M.P.) 452001

Contact Number : +91 9617365369

Declaration

I hereby declare that all the above data is true to the best of my knowledge and belief. I understand that any discrepancy found in the above information will render reliable for appropriate action.

Date:

Signature:

Place:

Hemant Singh