|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Kapil Bhatia** |

|  |  |
| --- | --- |
| Kalina,Santacruz East, Mumbai |  |
| +91-83699-20737 |  |
| KapilBhatia913@gmail.com |  |
| linkedin.com/in/kapsbhatia |  |
| Sep-1985 |  |

 |

Highly analytical professional that thrives in fast paced, result-focused environment, where change is a constant. Innate talent for analyzing and identifying business issues and quickly see through to the core of the problem.

# Skills

|  |  |
| --- | --- |
| **Big Picture Thinking****Communication****Problem Solving** | **Team Management****Critical Thinking****Time Management** |

# **Profile**

An individual with 10+ years of varied experience from working abroad to starting his own company.

# **Experience**

## **Senior Project Manager**/ Edelweiss Financial Service Limited, Mumbai

*June 2021- Present*

Edelwe iss is one of India’s leading financial services conglomerates, offering Private Wealth Management to HNI clients in India and world over.

**Responsibilities:**

* Maintaining the current Algo product for internal team as well as clients
* Solving Internal and External Clients Algo issues
* Collaborating between different internal teams to complete worksheets
* Deploying and Testing new Algo Products for internal and external teams
* Deploying and Testing new Algo Strategies on UAT as well as Production Environment

## **Co-Founder**/ Kranos Online Venture, Mumbai

*June 2019- February 2021*

Kranos is a platform for Creators to monetize their user base

Creators can create subscriptions and also token of appreciation for their work through Chai from their superfans

**Responsibilities:**

* Doing market research and creating the basic requirement for the service
* Creating basic flow of the website with prototyping software
* Creating front end and back end design of the system for MVP
* Managing front end and back-end developer to create the application and service
* Marketing and publicizing the app
* Testing the website and app
* Creating road map for 12months for product development
* Reaching out new customer and on boarding the same
* Handling team of 6 people to achieve different objective

## **Co-Founder**/ StyleMelon, Mumbai

*April 2015- January 2019*

StyleMelon was a company that helps shopper to connect to their local fashion stores.

**Responsibilities:**

* Started a Hyperlocal Fashion Startup
* Created business plan considering present competition and technical feasibility
* Created SWOT analysis and Competitor analysis
* Designed and Branded the product to reflect the target audience
* Created a comprehensive go to market strategy
* Recruited content and technical team
* Designed Brand Ambassador Program
* Designed Purchased based User Reward System
* Guided the technical team to create the website and app
* Created Gamification for the product, while calculating ROI
* Handled Digital Marketing and offline Marketing Activities
* Created and Updated content with the help of the content team
* Approached Brands for Business Development
* Setup and Pitched to investors

## **Marketing Campaign Analyst**/ Dish Network, USA

*Sep 2013- July 2014*

Dish Networks is an American Direct to Home(DTH) broadcaster based in Colorado. It is a Fortune 500 company.

**Responsibilities:**

* Interacted with Internal Clients to understand campaign requirements
* Improved campaign turnaround time by designing campaigns in Aprimo Marketing Studio
* Reduced campaign development time by 15% by automating SAS script
* Improved Campaign reporting capabilities by updating SQL queries resulting in 10% reduction in execution time
* Designed Tableau worksheets for easier tracking of campaign performance for business users
* Generated list of prospective customers, by using propensity score and credit qualification, for Print and Email vendors to advertise

## **Software Engineer**/ Accenture, Mumbai

*July 2007- May 2010 (4 years 2 months)*

Accenture is an American Multi National company working on software, technology and consulting.

**Responsibilities:**

* Worked for two months in United Kingdom for Vodafone Companies as project developer
* Interacted and resolved issues between Onsite Client UK and offshore in India
* Created Vodafone project’s Low Level Design (LLD) document for initial review
* Execute and Test, enterprise archive file (EAR) on production server
* Mentored and trained 6 new team members annually
* Awarded “Rising Star of the Month” for December 2009

# **Certification**

* NISM XIII – Common Derivative Certified – December 2021
* NISM VII – Securities Operation and Risk Management Certified – March 2022

# Education

## **MBA in Marketing Analytics** / University of Missouri,USA

August 2013

## Bachelor of Engineering **Information Technology** / Mumbai University

August 2007