

CURRICULUM VITAE

ANOOP KUMAR SINGH

PRESENT ADDRESS:

C 503- Aaryan Pride, Gota Vandematram Ahmedabad Gujarat.
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COMPETENCY MATRIX:

Strategic Business Planning	Revenue Management	Marketing Product Schemes
Product Marketing	Digitalisation	Performance Marketing
Product Pricing	Partner Management	Acquisitions
Customer Value Management	Revenue Planning	Business Analytics
CRM – Customer Loyalty	Campaign Management	New Product launch and UAT
Distribution & Channel Engagement	Retentions	Project Transition

EXECUTIVE SUMMARY

◆ **M.B.A (Finance)&M.Sc (Statistics).** (Double Post Graduate) both as a Regular Course and Expertise in the Domain of Telecom, Banking and Analytics.

PROFESSIONAL EXPERIENCE1 (18+ Years)

Vodafone Idea Ltd : Sep 2015 – Till Date.

Strategy Marketing – Product /Revenue/Sales/Campaign /CLM/Strategy/Pricing/Experience.

- ◆ Leading Strategic Initiatives and Revenue Planning
- ◆ Defining and Driving Outliers Programmed/Project Like LUS/LES
- ◆ Cross Functional liaison with Network/CS/SCM/Finance for Organisational Projects
- ◆ Integration and Implementation Projects related to CRM and NPS – Network/Digital/Emotional/Pricing Set Up /distribution and Customer and Channel Engagement
- ◆ Monitoring the Strategic Initiatives /progress and Gaps and balancing risk .
- ◆ Prepare all Strategic Ppt and Plans for Management to drive the business outcome.
- ◆ Preparing and Analysing all the projects for Impact and Output
- ◆ Facilitator for all the decision making for scope /Benefit and Approval of Subject matter expert
- ◆ Monitoring Strategic initiatives with Timelines/Followup and Progress
- ◆ Support Steering and participating in weekly and Monthly agreed and Planned Actions
- ◆ Continuous Inputs to running programs and instrumental in driving the end Objectives
- ◆ Driving and Monitoring the Business KPIs with Sales and Marketing for Distribution
- ◆ Market and Field visits to understand the Business rationales
- ◆ Driving the NPS for Customer and Channel Engagement programmes
- ◆ Revenue Planning and Budgeting
- ◆ Integration Projects and Roll Out of MNP

Videocon Telecommunications Ltd: (01 Aug 2013- 09 Sep 2015)

Role- National Service Marketing Head.

- ◆ Product Acquisitions and Strategy
- ◆ Retentions and Loyalty Programmes
- ◆ Vendor Management and Operational Aspects
- ◆ Marketing Operations and Executions of Campaigns
- ◆ Driving NPS and CSAT Scores .
- ◆ Outbound Upselling of Videocon D2H Packs
- ◆ R&R and incentive programmes for Agents/TLs for engagements.

TATA TELESERVICES LTD (TATA DOCOMO): (27Aug 2009-31 July 2013)

Head–Prepaid Retention& Communications VAS Up selling.

Designation: Deputy Manager

- ◆ Customer Lifecycle Management)
- ◆ SAS Usage and Analytics
- ◆ New Product Development
- ◆ Outbound Upselling
- ◆ Static IVRs Up selling and Product related Updates.
- ◆ New Product Development and Testing and Complete Close looping.
- ◆ Product Launches and deployment with GTM

IDEA Cellular Ltd. Ahmedabad

Worked as:Prepaid Retention Head–Gujarat. (July 2007 –Aug 2009)

Designation: Assistant Manager

AREAS OF EXPERTISE

- ◆ Prepaid Customer Life Cycle Management.
- ◆ Low Usage Customers Management in terms of their MOUs, ARPU and MO Charge, SMS Usage.
- ◆ Monitoring the CSAT Scores for Circle.
- ◆ Monitoring the KPIs of CSD in terms of Cost and effectiveness.
- ◆ PCO Retentions
- ◆ FCT Retrieval

HDFC Bank, Gandhinagar : May 2005 – June 2007
Worked as Assistant Manager – Retail Branch Banking

AREAS OF EXPERTISE

- ◆ Branch Banking Operations & Sales.
 - Responsible for acquiring new business
 - Servicing and deepening of the existing client base
 - Financial Planning Services (Mutual Fund , Insurance)
 - Loans (Housing / Personal / Education)
 - Acquiring & Servicing of NRI Customers and investment Banking
 - ATM , Customer Queries , Document Processing
 - Monitoring of Operational activities at Branch.
 - Selling of All Banking Products.

ACHIEVEMENTS:

- ◆ Actively coordinated 37th Operation Research Society of India (**ORSI**).
Annual convention 2005 at **Indian Institute of Management Ahmadabad**.
 - ◆ (AMFI) Certified.
 - ◆ Green Belt Certified in terms of Quality.
 - ◆ Nationally no 1 in Vas Penetration in Docomo for 3 Years.
 - ◆ National Champion in VAS Contest in DOCOMO and won Prizes worth 80k.
 - ◆ 4 Times awarded as Star of the Month.
 - ◆ Won National Contest of SARE GAMA Vas Contest.
 - ◆ Quick Certified in Quality

COMPUTER SKILLS

- ◆ **Microsoft Access**
- ◆ **Excel**
- ◆ **Tora**
- ◆ **SPSS**
- ◆ **Minitab (Quality Tool)**
- ◆ **SAS**

PERSONAL DETAILS:

Languages Known : English, Hindi & Gujarati, and Punjabi
Hobbies : Playing basketball, listening music
Marital status : Married.
Nationality : Indian