



Vishwesh Devadas

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BITS Pilani

Summary: An accomplished Business Excellence who is also skilled in combining dynamic business strategies with data-driven marketing approaches to elevate brand visibility, enhance customer engagement, and optimize operational efficiency. I am passionate about delivering tangible results through cross-functional collaboration and innovative tactics in today's competitive landscape.

SKILLSET

Technical proficiency: Canva, Google analytics, MS office, Alteryx, Power BI

Functional Skills: Marketing analytics, Project management, Data visualization, Business analytics, Data management, Market research

Soft skills: Relationship management, Team management, negotiation, networking, cross-functional team leadership, customer focus, adaptability

PROFESSIONAL EXPERIENCE

28 months

NIVABUPA HEALTH INSURANCE (NBHI) – Business Excellence Manager (Team Lead)

July 2022 – Feb 2022

- Functioned as a consultant at NBHI, understanding and incorporating business requirements into projects, ensuring alignment with growth campaign objectives
- Led the end-to-end integration of the KYC journey along with the data migration of existing policy holders for NBHI, achieving a remarkable ~95% completion rate for new business and an 80% automation enhancement for legacy customers.
- Orchestrated the digital campaigns that hit a conversion rate of 20% for KYC compliance, using curated media mix and creatives
- Distinguished as the Single Point of Contact (SPOC) for integrating technology, seamless vendor interactions, expertly negotiating, managing budgets, and administering payments.

ACCORD ENGLISH – Business Development Executive

January 2019 – September 2019

- Overachieved target by 63% by holding seminars with immigration consultants and individual meetings with direct clients.
- Spearheaded the training department for IELTS and conducted feedback campaigns to ensure client satisfaction.

INTERNSHIPS

9 months

GOLDMAN SACHS –Interest Rates Products (GMD)- Process Excellence Intern

February 2022 – July 2022

- Employed Alteryx to optimize repetitive operational processes, reducing cycle time by 25% for two daily functions
- Conducted in-depth root cause analyses on recurring issues in the life-cycle, delivering actionable insights to enhance overall performance.

BRITANNIA INDUSTRIES PRIVATE LIMITED- Manufacturing Excellence

June 2021 – August 2021

- Successfully initiated CBR- a portal system that allows the usage of Human expertise as a source of competitive advantage.
- Worked with the Manufacturing Excellence team to bring down human labor by 27.3% in Bourbon-line with BOE technology.

ACME CONSULTANCY- Digital marketing Trainee

September 2017 – March 2018

- Reduced the bounce rate of the website by 20% by actively working with the website designers.
- Organized meetings with collaborators to convert them into active partners and thereby ensured a smooth onboarding process.
- Constantly maintained relationships with existing clients and conducted feedback campaigns to ensure client satisfaction.

AWARDS AND RECOGNITION

- Successfully wrote and directed the “Prathiroopam” short film, which was screened at Kerala Sahitya Academy after being selected from a list of 287 short films.
- Featured in the NBHI spotlight employee for customer centric project delivery in the 1st quarter of 2024 after being chosen from a team of 43.
- Rewarded with a Pre-Placement Offer (PPO) for exemplary performance during internship.
- Got the opportunity to be part of the Teaching assistantship program offered by BITS Pilani to the top 10 students of the batch.

ACADEMIC DETAILS

Year	Degree	Specialization	University	CGPA
2022	MBA	General Management (Marketing & Operations)	BITS PILANI, Pilani Campus	8.1/10
2017	B.Tech	Computer Science	University of Calicut	6.09/10

KEY ACADEMIC PROJECTS

- Advertising and Sales Promotion project - Baby Dove (HUL)**
- Description:** Developing an Advertising and sales promotion strategy for Baby Dove which has less than 2% marketshare in the Baby toiletries market that includes developing the creative design of the campaign, budgeting based on media vehicles, and industry analysis that forecasts the market potential.
- Marketing Research on customer retention post covid for Myntra**
- Description:** Performed the quantitative and qualitative analysis of the factors that affect a first-time user as well as a regular user through focus group interviews, secondary data research, hypothesis testing and consequently deriving insights through statistical tests.

CERTIFICATIONS AND WORKSHOPS

- Advanced Excel** – Institute for advance Excel and VBA Macros (November 2023)
- Lean six sigma certification** – Green Belt, KPMG (January 2021)
- Google Digital Garage** - Google (October 2017)

POSITIONS OF RESPONSIBILITIES

- Head of ILC and Sponsorship**, Management Association, BITS PILANI (October 2020 – Present)
- Successfully conducted all the workshops and webinars that came under the authorization of the BITS,Pilani.
- Attained maximum sponsorship for Interface ‘21(Management fest) with a well-articulated event portfolio, thereby attaining the highestregistrations in the history of the department of management, BITS,Pilani.
- Techfest Convener**, Vidya Academy of Science and Technology (October 2014 – May 2015)
- Overachieved sponsorship budget by 1.5 lakh rupees with strategic marketing of the event portfolio.
- Seamlessly facilitated the work between students and the college management to record maximum footfalls.

EXTRACURRICULARS

- Film review writing** – Effectively crafted and managed "FrontRowKidwrites" Instagram page, highlighting films' culture and its role in educating people, while maintaining an organic impression rate of 5x.