



Malaya Kumar Ratha

Male, 25 year

Objective

To obtain a challenging position in a company where I can apply my creative skills while enhancing the company's productivity and reputation.

Experience

PHONEPE – As a Key Account Executive

(28 November 2020 – Present)

Key Responsibility:

- **key Merchants Acquisition:**
Onboard new merchants in the geography, develop a deep understanding and relationship with each account
- **Account Management:**
By using business acumen provide a better payment solution to the Indian retail ecosystem and come up with holistic solutions for the key accounts
- **Map competition:**
Closely monitor the market and be informed about competition's initiative by ensuring that Phonepe always stays one step ahead in the market.
- Understanding the merchant's requirement and offering solution with in the deadline.

UpGrad Education Private Limited - Admission Associate

(03 Feb 2020 – 31 April 2020)



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Language Known:

English,Hindi,odia

Date of Birth: 11-01-1997

Marital Status: Single

Hobbies: Playing Cricket,
Badminton, Travelling

Key Responsibility:

- To spread the awareness about the program that is offered by the company in 3 verticals among the different IT Professional.
- To counsel them regarding their career transition.
- Creating proper course description as per customer's requirements.
- Building relationship with the potential customers to meet both the organization and customer's needs and demands.
- Responsible for the lead generations for the company by collaborating with the marketing and HR team.
- Worked with the Salesforce CRM system to handle and maintained the records of the potential customers.
- Resolving the customer's Grievances and handling sales settlements.

INTERNSHIP

Project on "potential consumer interaction to boost sale" at **Quick Ride, Chennai** as **MARKETING Intern** (May'8th – June'28)

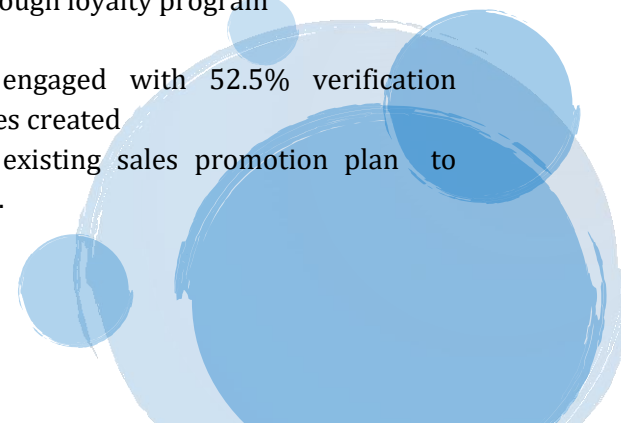
Responsibilities:

- Make vendor alliance for brand promotion
- Create customer awareness and engagement
- Reach B2C through B2B and make balance between demand and supply
- Collaborate and develop creative marketing content

Key learning:

- Direct selling
- Customer Engagement and how to introduce a product to identified target audiences
- Customer Retention through loyalty program

Results:

- Total 862 customer engaged with 52.5% verification percentage and 325 rides created
 - Suggested changes in existing sales promotion plan to increase the downloads.
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PROJECT

Worked in Colgate Palmolive big day live project as Marketing Intern Key learning.

Key Skills:

- Experience of understanding consumer Behavior
- Importance of story selling
- Learned push sale strategy


SKILLS

- Ability to deliver high-quality results and comfortable managing, manipulating and summarizing large quantities of data.
- Extended support and help to other teams and department ability to solve complex problems, strong analytical skills and the ability to trace issues to the root source.
- Ability to creating good rapport and Dealing with objection.
- Documentation and interpersonal skill.
- Excellent in two way communication skill.
- Closely working with development manager and on-site team to deliver solutions.

Technical skills

- PGDCA Certified
- Certified in “**Digital Marketing**” by Google
- Blogging
- R language
- Social media Analytic
- Facebook, Instagram ad management

INTERESTS / EXTRACURRICULAR ACTIVITIES

- Playing cricket and badminton
 - Member of KSOM NSS club
 - Member of KSOM Alumni club
 - Traveling and exploring new places
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Education

MBA (Marketing /Analytics)- KIIT School of Management(KSOM)
2020-72%

B.sc(Physics)-Berhampur University -**2017**- 59.56%

Std. XII -Binayak Acharya Junior college –CHSE-**2014**- 61.66%

Std. X -Sri Aurobinda Integral Education Center –BSE-**2012**- 83%

