



# Abhijeet Singh Bist

## Deputy Manager - Customer Relations

Proactive manager with demonstrated leadership abilities, strategic planning expertise and problem-solving acumen. Developing my own leadership style, leveraging my passions, strengths, and personal values. Well-versed in marketing, analytics, brand management and product development to optimize the business requirements. Dedicated to complete knowledge of company's products and services for optimized customer experience.

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## WORK EXPERIENCE

### Deputy Manager - Customer Relations OFB Tech Pvt. Ltd.

11/2022 - Present

Gurugram, Haryana

#### Achievements/Tasks

- Marketing, sales planning & funnel management of Flat products.
- Developing the Go-to-market(GTM) strategy for customer engagement and identifying right target audience in the area.
- Conceptualize & design the blueprint for new business initiatives; work with various departments internally to implement the same.
- In depth understanding of customer's business needs and current market trend to provide best possible solution/experience.
- Collaborating with different internal teams to support service line.
- Client Retention & New Client Acquisition along-with partnerships.

### Assistant Manager - Marketing(FL) Byju's - Think & Learn Pvt. Ltd.

04/2022 - 09/2022

Noida, Uttar Pradesh

#### Achievements/Tasks

- Planned budget and organized BTL activities through product campaigns over the market, generating product demand funnel.
- Hired & trained a team of 25 people, assigning them their areas.
- Market research to identify differentiators in our offerings.
- Developed strategic partnerships with external organizations & businesses to enhance & expand our market presence & network.
- Created product collateral & supported sales team on product.

### Product Manager(Investment Banking) ASB Money Management Services

07/2019 - 05/2020

Dehradun, India

#### Achievements/Tasks

- Manage customer's lifecycle w.r.t. product's feedback & business.
- Analyzed customer needs & market trend with gap in current offerings to develop the solution meeting customer expectations.

### Risk Analyst(E-commerce) Amazon Development Centre

03/2017 - 06/2019

Hyderabad, India

#### Achievements/Tasks

- Developed SOP's with Data Analytics for 100% customer's delight.

## EDUCATION

### Post Graduate Diploma in Management / MBA International Management Institute

08/2020 - 03/2022

Bhubaneswar, India

#### Courses

- Marketing
- Analytics

### Bachelor of Technology (B.Tech) Sikkim Manipal Institute of Technology

07/2012 - 06/2016

Sikkim, India

#### Courses

- Computer Science

## SKILLS

Team Management

Leadership Competencies

Tableau

Market Research

B2B/B2C

Analytical thinking

Competitor Analysis

MS Excel

Product Management

Sales

Ad-Sales

Brand Communication

SaaS

GTM Strategy

ATL/BTL

Problem Solving

CRM

Product & Growth Marketing

Interpersonal & Negotiation

## PERSONAL PROJECTS

### Summer Internship Project - IndiaMart (04/2021 - 06/2021)

- Identified B2B marketing by consulting customers & providing solutions.
- Competitive Bench-marking with Alibaba and RCA, developing product.

### Academic Internship Project - Thermax Ltd. (04/2021 - 05/2021)

- Developed market research strategies through questionnaires and executed the same on field.
- Developed market insights via research, for Thermax during industry visits.
- Generated 100+ new leads and few clients resulting in revenue generation.

### Comprehensive Project - Survey on Online Food Delivery Application (09/2021 - 02/2022)

- Understood factors that consumer prefers while choosing an online delivery application and analyzed major factors impacting customer's experience.
- Concluded that the customer satisfaction level towards Zomato is maximum, considering all the major factors affecting satisfaction.

## ACHIEVEMENTS

### Member of Placement Committee (08/2020 - 03/2022)

Helped college in placing the students in different companies by maintaining direct contact and connection with their HR Teams.

### Currency Derivatives - National Institute of Security Markets (NISM) (07/2019 - 08/2022)

Cleared and scored 64% along-with a certificate in Currency Derivatives Exam.

### Best Basketball Player in college (09/2014 - 08/2015)

Won a trophy in college for scoring max baskets during the annual games.

## LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

## INTERESTS

Cooking

Traveling

Outdoor games

Thirst for learning & growing

Interacting

Giving Tuition

Investment

Entrepreneurial spirit