

Ruchika Awasthi

Product Manager

Enterprising Manager successful in leading every facet of new and ongoing business operations. Strategic thinker and tactical decision-maker with passion for serving customers and exceeding expectations. Creative problem solver skilled at de-escalating situations and driving positive change.



Contact

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Skills

Marketing



Advanced

Research and trend analysis



Upper intermediate

Product development



Upper intermediate

Strategic Planning



Upper intermediate



Work History

2022-06 -

Current

Manager- User Growth

Freecharge , Gurugram

- Responsible for user growth for UPI and Rent via credit card category .
- Launched various campaigns to touch highest ever GMV i.e increased by 500% in Rent via credit card as well as increased UPI transactions with 30% in financial Year 22-23.
- Responsible for customer targeting retention marketing for UPI P2P and P2M payments also increase the share of UPI categories like electricity, DTH, Postpaid, GAS ,LPG etc.
- Controlled costs and optimized spending via restructuring of budgets for Discounting and cashback .
- Expanded cross-functional organizational capacity by collaborating across departments on priorities, functions and common goals.
- Applied customer feedback to develop process improvements and support long-term business needs in UPI .
- Applied various retention marketing techniques to engage current users as well as activate non transacting users.

2019-06 -

2022-05

Product Manager

IDFC FIRST BANK , Mumbai

CUSTOMER ENGAGEMENT

- Conceptualized and deployed enhanced product features and optimized implementation

Market Analysis	●●●●●● Advanced
Campaign management	●●●●○ Upper intermediate
Client communication	●●●○○○ Intermediate

for use in marketing strategies.

- Successfully launched Referral Program for customers as well as Bank sales staff for increasing Digital Account Acquisition during pandemic and Lockdown Phase ,we opened around 10000+ accounts during that period with the help of this campaign.
- Managing more than 50 strategic Alliances with Third Party Partners to launch various campaigns to increase usage of our products such as debit card , credit cards, net banking and saving accounts. This includes MOU/MSA signing, financial budgeting, Compliance approval and then launching the campaign along with third party partner.
- Coordinated with various stake holders for innovative strategies to accomplish marketing objectives and boost long-term profitability.

RELATIONSHIP BANKING

- Identified different Segments for bank and helped in devising logic for segregating customers into different programs under relationship program.
- Played major role in launching for program coordination with different product teams , Marketing team for smooth launch of Program
- Coordinated project planning and execution with team members and team leads.
- Defined and analyzed metrics to measure product performance.
- Responsible for managing all 3rd Party Alliances and subscription offered as benefit to program customers.

LOYALTY PROGRAM

- Analysed Competition and helped in devising rewards point system for customers .
- Worked with IT team for designing and integration of our system with Third Party providing Redemption portal for Reward points.
- Worked very closely with Marketing & Designing

team for the webpage, become emailer and other Collateral for the program launch.

- Responsible for coordinating with different Brands to enroll for our reward point redemption portal and also affiliate with us.
- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.
- Coordinated project planning and execution with team members and team leads.

**2018-04 -
2018-06**

Marketing Intern

Decathlon Sports India , Indirapuram

DEPARTMENT INTERN (Swimming, Football)

- Visual merchandising of layouts and stock.
- Managing stock levels and making key decisions about stock control.
- Analysing sales figures and forecasting future sales volumes to maximize profits.
- Responding to customer complaints and comments.
- Promoting organization locally by organizing special promotions, displays and events in nearby area
- Touring sales floor regularly, talking to colleagues and customers, and identifying or resolving urgent issues.
- Understanding forthcoming customer initiatives and monitoring what local competitors are doing and initiating changes to improve business
- Supported marketing executives with various tasks, consistently taking initiative to increase productivity and knowledge.
- Created unique and engaging content for range of social media platforms including Pinterest, FaceBook and Instagram.

PROJECT (FACTORS EFFECTING STORE WALK-IN)

- Designed questionnaire for customer survey keeping in mind various competition .

- Did survey of various customers which were visiting store along with people available in mall who are not visiting Decathlon store.
- Studied response and tried to understand data through qualitative and quantitative study.
- This helped in identifying major reason for walk-in which was Word of Mouth and local events organized thus also helped in identifying events.
- One more deduction was that many people were interested in engaging with brand through social media after which store launched Instagram Event .
- Handled social media accounts for company, increasing overall following by 50%

Education

2017-06 -
2019-03

MBA: Marketing And Operations

Fore School of Management - New Delhi

2012-08 -
2016-06

B.Tech : Chemical Engineering

BBD National Institute of Technology - Lucknow

Project Undertaken

- Live project in Sci- Ex regarding lead generation and visibility study; 2018
- Marketing and sales project in Laugh guru; 2017
- Internship project on "Optimization Of Water Required For Cooling in TSD" at Asian Paints, Rohtak; 2015

Extra Curricular

- 2011; Secured 1st position in volleyball, handball and Long jump at zonal level
- 2011; Secured 3Rd position in Jeet Singh Memorial

Olympiad

- Participated in Robonest workshop
- Organized and participated in various activities in college fests, dance and dramatic