

# Animesh Mishra

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• LinkedIn

## PROFESSIONAL EXPERIENCE

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### Upraised Product Management- Fellow

Nov '22

- Worked on **3 industry grade PRDs** and reviewed & approved by Senior Product Manager at Zepto
- **Growth and Strategy planning** for product to enhance user experience
- Worked on PRD and **product roadmaps** to ensure that the product solves the user needs.
- Conducted several **product teardowns** and **product observations**

### Area Sales Executive-TT-Chhindwara: Britannia Industries

May '22 - Sep '22

- **Distribution management** in **general trade** of Biscuits, Cake, Rusk and Dairy at **Britannia with 4000 customers**
- **Supervising 10 people** of field sales team for Chhindwara, Balaghat and Seoni (Urban & Rural) districts for secondary sales.
- Managing **Channel Sales Partners** in terms of **Primary/Secondary Sales with 1.10 cr. per month business**
- **Responsible for Data tracking & analyzing** of sales figures and taking corrective measures to achieve the goals of company

### Sales Officer-TT-Indore: Mars International Pvt. Ltd.

Aug '20 - Jan '22

- **Channel Sales Management of Indore worth Rs. 10 lacs p.m for Chocolates and Gums**
- **Achieved growth of 50%** in the first year of employment for chocolates and gums
- **Key account management** of 25 stand alone modern trade outlets in terms of secondary sales
- **Training and development** of sales team to enhance their selling skills
- Attained **40% growth** in coverage of retailers and wholesalers with 8 salesman

## PRODUCT PORTFOLIO

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### Improving average order value of Swiggy

A detailed **PRD** with a study on **problem statement, user persona and journey, pain-points prioritization** and **solution** for **improving the average order value for Swiggy by 15%**

### Improving engagement rate at Youtube

A detailed **PRD** with a study on **problem statement, user persona and user prioritization, User Journey, Pain-points prioritization** and **solution** for **improving the engagement rate at Youtube by 10%** for the content consumers.

## EDUCATION

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### PGDM: Marketing & IT

Apr '18 - Mar '20

Jaipuria Institute of Management | Indore

### B.com (Hons.): Management

Apr '14 - Mar '17

Prestige Institute of Management and Research | Indore

## TECHNICAL SKILLS

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**Core Competencies:** Product Road mapping, Root Cause Analysis, Feature Prioritization, Wireframing

**Tools:** Whimsical, Figma, Miro, MS Excel, MS Powerpoint, Retool, SQL