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S U M M A R Y O F Q U A L I F I C A T I O N S

Highly ambitious, value-driven, proactive professional with several years of experience in crowd management, social entrepreneurship, sales and marketing, online advertising, project management, and financial services.

R E L A T E D E X P E R I E N C E

2008-2012

Radar, New Delhi, India – Founding Partner & Crowd Manager

The Radar Marketplace is the best solution for companies who want to advertise on Google and Yahoo/Bing. When you launch a campaign in Radar, you have access to a community of online advertising experts who do the daily work of campaign setup, buildout, research, and optimization. You remain in complete control of your campaign with visibility into all of the work the experts do for you.

As a founder and crowd manager of a start-up, I was actively involved in the development, funding, and management of the first online advertising labor force. Successfully established recruitment processes, marketing campaigns, departmental processes, training/education programs, and lead all labor force projects. Other aspects of this position include:

- Working with the management team to define the company objectives and goals that drive the product management process.
- Recruited, managed, and successfully trained the first online advertising labor force. Labor force grew from 0-2,000 experts within 3 years.
- Identified and researched end-users needs, performed competitive analysis, and developed marketing and business requirements.
- Developed a department to facilitate labor force management operations. Integrated the following; quality management processes, policy management, community platform, recruitment/onboarding processes, & internal analysis mechanisms.
- Tasked with increasing user engagement, performance, and earnings by implementing the following projects; game mechanics, virtual currency, & online advertising tool integration. Online marketing experts earnings increased by 30% while tool usage increased by 50%.
- Worked with VP of Marketing to develop marketing strategy, branding as well as a new website for the service offering.
- Worked with Google Ventures to highlight areas in need of improvement for our online advertising experts.

- Reported & presented weekly & quarterly reports to CEO, executive team, and venture capitalists.
- Ran innovation meetings, beta test groups, and online forums to help disseminate information across the entire organization in efforts to learn our end-users needs to enable efficiency and increase overall performance.
- Developed a multi-level-marketing pilot to increase user engagement and reduce end-user attrition.
- Worked closely with CFO to identify and integrate a payment solution model for the Radar marketplace. The model proved to reduce internal inefficiencies while satisfying our end-users.
- Initiated internationalization for our company by developing the 1st online advertising crowdsourcing ecosystem within an emerging country to identify, curate, & model future end-user cohorts.
- Established & managed technical support services for our end-users.

2003-2008

Pump Shop & Save, New Delhi, India – Co-Founder and Operations Manager

Pump Shop & Save is a sole proprietorship. Overall efforts were focused on developing marketing strategies, customer retention, and increase revenue YOY.

- Established inventory road-map based on customer's needs.
- Used various marketing techniques to increase brand awareness and new customers.
- Developed close relationships with retail partners (e.g. Coca-Cola, Phillips, Red Bull, etc.)
- Remained actively involved with researching customer needs to support major customer deliverables.
- Tracked and analyzed core business metrics (e.g. sales, customer attrition, internal costs, profit margin, etc.) to drive decision making.

2005-2007

Hilltop Lending, Indore, India – Mortgage Loan Officer

Overall efforts were focused on selling mortgage-backed home loans to residential and commercial borrowers.

- Originated loans by using provided leads, referrals, and marketing resources to meet volume goals. Added INR 3 Million to refinancing pipeline.
- Obtained and compiled copies of loan applicants' credit histories, corporate financial statements, and other financial information.
- Made sure customers were placed in the loan program which best fits the customer's overall goals and expectations of the loan.
- Educated and informed customer of the terms and the loan type.
- Developed a consistent client base of realtors and borrowers to gain leads and referrals.

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Mumbai

Mumbai, India

Bachelor of Business Administration emphasis in Marketing, Management, & International Business

Google AdWords

Certified Google AdWords Professional

COMPUTER SKILLS

Extensive experience in the use of various applications including Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Microsoft Outlook, Salesforce, Google Analytics, WordPress, Constant Contact, ZenDesk, Ning and Camtasia.

REFERENCES- Available on request.