

Jayrudra Rahevar

Catchment marketing
Infiniti Retail Ltd (Croma - A TATA Enterprise)

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EDUCATION

Year	Degree	Grade	University/Board
2019-21	MBA	A	Pandit Deendayal Energy University, Gandhinagar
2011-15	B. E	Distinction	The Maharaja Sayajirao University, Vadodara
2011	HSC	70.30	Gujarat State Education Board
2009	SSC	77.29	Gujarat State Education Board

CORE COMPETENCIES

- Data Analytics & Marketing data Understanding/reading
- Problem-solving and firm decision making
- Leadership and Active team player
- Customer engagement and interaction

TECHNICAL SKILLS

- All MS Office Tools expertise
- Power BI and Tableau
- Basic understanding of Anaconda python tools
- MS Project

HOBBIES

- Playing Badminton & Table Tennis
- Cycling and swimming
- Marathon Runner

LANGUAGE KNOWN

- English (Proficient)
- Hindi (Proficient)
- Gujarati (Native)

WORK EXPERIENCE

CROMA – The TATA Enterprise (Gujarat)

Catchment Marketing (June 2021– Present)(1.5 Years)

- Understanding catchment & consumer mindset, through Pincode Analysis, product category sale data, Market data and overall store data, followed by executing strategic BTL, ATL and loyalty activations to drive footfall & category-specific Sales for the store.
- Bring in revenue via Space on Hire (SOH) by engaging with different Brands. Negotiating brand on elements with the firm data of sales & quantity churn around.
- Inaugurating new stores, initiating marketing & helping stores for takeoff by aligning efficient marketing plans.
- Competition analysis through competitors' Visits or observations, for understanding their marketing & strategising the counter-marketing actions.
- Analysing the concept of GMB and insisting store team implement a strategy towards Organic marketing
- Understanding of marketing callout to include in the Brand Creatives, strategizing the position of the callout to attract more customers to the store.
- Complete Understanding of the Retail operations, retail finances and related KPIs. Overview of the business revenue & EBITA by reading MIS.
- Regular overview of the store KPI performance, evaluate the strategy to overcome the challenges related to Net sales, ATS, Conversion, etc.
- Looking after store Visual merchandising and store hygiene.

Voltas Limited (Ahmedabad)

Engineer trainee (July 2015 – October 2017)(2 years)

INTERNSHIP (MBA)

Jones Lang La Salle (Ahmedabad) (May 2020 –June 2020)

Project: Marketing and Business Development in Industrial Service

- Secondary Market Research on key Industrial areas of Gujarat
- Marketing intern at Peacock solar (Nov 2019 - Dec 2019)
- Marketing campaigns through ATL and BTL for Roof-Top-Solar

ACTIVITIES & POSITION HEADED

- Winner of Live Parliament National level event 'Perspective Richter' at Nirma university (2020)
- 2nd Runner Up in Business Standard Quiz Competition (2019)