

Harish Panchal

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RESUME

Professional Synopsis

- Having 12+ of experience in MIS & analytics, sales & marketing operation, team management, documentation and vendor management and CRM product.

Proficiency Overview

MIS & CRM Manager skilled in guiding navigation of modern analytics. Accustomed to driving efficiency and effectiveness by developing, delivering and supporting business analytics and insights. Demonstrated skill in analytical for business solutions. Record of building positive relationships with internal and external stakeholders. Offering excellent communication and good judgment. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand. Ready to help team achieve company goals, excellent time management and problem-solving skills.

Career Contour -

Thomson Digital (India Today Group) - Manager MIS – Based at Noida office

Since Aug '22 to till date

Key Job responsibilities:

- Providing all business and user behavior analytic dashboards and insights, created at visualization tool to Directors and Higher management for achieving profitability and increasing sales growth of assessment business.
- Integrated third-party Lead management solutions (Lead Squared) into ongoing project, and managing end to end sales and operational part of CRM product.
- Managing mix panel tool for user behavior analytics.
- Working closely with management to plan and develop the strategies aligned.
- Managing all sales support & operational activities of assessment business.
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Lead school -

CRM Specialist (Digital Marketing) – Based at Gurgaon office

Aug'21 – Aug'22

Key Job responsibilities:

- Handled and managed the third-party CRM app (Extra Edge) and CMS (school directory page of lead) data collection vendor.
- Developed the CRM app functions basis on the requirement of organization by the EE tech team.
- Bridge between CRM and sales team
- Created many dashboards at google data studio and at CRM app for adoption and lead nurturing.
- Participation in day-to-day digital marketing activities to drive the new project "Enrol"
- Digital and offline lead management for 3000 schools pan India.
- Handled in-house call center team for proactive and reactive calling to leads come from organic and paid campaigns, and overview on the output.
- Coordination with squad team (third party) for lead qualification and lead flow to CRM via integration.
- Deal with the offline agency Madison for lead gen through D2D activity via promoters, provide them CRM app and training part.

Achievements:

- Recognized as Leader of the month for Dec '21.
- Awarded as **Super Achiever's** by CMO for 2021-22 session.

AAKASH EDUCATIONAL SERVICES LTD.**MIS & Sales Operations Coordinator (Digital business)–Based at Delhi H.O.****Dec'17 - Aug'21****Key Job responsibilities:**

- Managed all operational works of digital business, prepare clear sales analysis, as well as sales dashboards and reports, sales-order status, sales channel partner agreements with coordination of legal team, in-time proposals and presentations.
- Handled end to end lead management in sales force and Extraaedge.
- Provided all sales business and lead analytic report to higher management for achieving profitability and increasing sales growth of digital business.
- Managed the complete operation process of digital associate partners (Admission Advisor), taking care the process of increasing the count of associate partners.
- Developed an automation commission calculation page and vendor coding page coordinating with ERP IT Team, and reduce monthly commission calculation TAT process for timely pay out.
- Handled all filed sales operational compliance part,
- Had daily coordination with all States sales team and heading their operational and commercial issues.
- Done analysis of Sales force and Extraaedge software for TSM tracking.
- Computed all incentives and commissions pay outs data for Filed team and channel partners and coordinating for disbursal with accounts and HR team,

Achievements:

- Awarded at national level by Aakash Digital CEO for the Best Sales Coordination for FY 18-19 within the short span of tenure of 7 Month and also for FY 19-20 & 20-21 with a good rating appraisal.

Reliance Communications**Regional Sales Coordinator –Based at Jaipur****Dec'14 - Nov'17****Key Job responsibilities:**

- Updated and circulated business reports of all KPI's to Rajasthan circle sales team.
- Analyzed report with indicating growth and de-growth areas.
- Provided solution raised by sales team regarding market issues.
- Coordinated with corporate team and provide require data in pre define formats.
- Provided all data to commercial department for helping channel pay-out working.
- Circulated incentive Tracker to sales team to help for earning performance linked income.

Achievements:

- Handed over responsibility for circle level from cluster level within 6 months of tenure
- Rewarded for best sales coordination by COO in yearly sales meet,

SISTEMA SHYAM TELESERVI**CES LIMITED (MTS)****Sales Coordinator –Based at Bikaner****Jun'13 - Nov'14****Key Job responsibilities:**

- Provided deployed data MIS to Entire Circle Sales Team and HOD's on daily basis.
- Managed entire MIS activity as well as coordination on daily basis for two Zones (Bikaner and Ganganagar).
- Had coordination with all the distributors and maintain their financial affairs with company.
- Proper discussion of various trade of retailers and distributors for payout and other schemes & consumer schemes with the CSM's.
- Maintained the report for sales and financial affairs daily basis and submit to ZBM of Bikaner and Ganganagar Zone as well as to Circle Finance and MIS.
- Handled New Channel Opening process (Documentation and Code Generation)

TATA TELESERVICES LTD.**Activation Officer**

Nov'12 - Jun '13

Key Job responsibilities:

- Maintained backend CAF rejection %age below then 1%
- Monthly CAF Audit by CAF audit partner (BE Audit)
- Had regular follow up of daily pick up from all Channel Partners
- Do activation within TAT and with 100% accuracy
- Handled other projects (TBD by Circle CSD head)/ Correct OE

Achievements: -

- Rewarded with Trophy and certificate within my 5-month of time tenure for fastest activation.
- Maintained highest CAF volume and with 1% rejection all over Rajasthan Circle in TATA Process.

Associate Vodafone Essar Digilink Ltd**Backend (Customer Service Group)**

Dec'09 - Oct'12

Accountabilities:

- Handled All Kota Zone Prepaid and Post-paid CAF verification at zonal level with a man power
- Reports Share with Channel Partners of rejections and activation
- Maintaining all prepaid and post-paid customer database on daily basis and provide to circle CSD team
- Handled Team having 40 Verification Executive and 4 Team Leaders
- Handled Kota Zone Vodafone documentation process to 96 distributors.
- Handling 56000 thousand CAF Verification process (Hard copy audit and system entry checking) and dispatching to Jaipur Circle through VE on monthly basis.

Achievements:

- Rewarding at circle level for the best coordination with my all team leaders and verification executive and all distributors with having least CAF pendency in Rajasthan circle

IT Skills & Software

- Internet Surfing, outlook
- SAP, ERP, Oracle, LMS, CRM - Sales force, Extraedge, Lead Squared, Hubspot, Zoho survey.
- MS Office (All Tools), google spreadsheets, perfection in MS-Excel and MS-Power Point, MS-Access, data studio, Visualization tools – Power BI, Tableau, Data Studio

Hobbies

- Travelling & Trekking
- Table Tennis
- Live Games
- Long Drive

Scholastics (Educational)

- Secondary Education - MDS University- Ajmer – In year 2002
- High School - MDS University- Ajmer – In year 2004
- Bachelor's Degree in English Literature - Kota University – In year 2007
- MBA in operation & marketing from VIEM Institute (distance) – In year 2011
- Executive Business Analytics & Intelligence Program from IIM Rohtak.

Personal DetailsDate of Birth: 10th June 1986

Marital Status: Married

Language: Hindi and English