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# RISHABH MENON

## CONTACT

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## LINKEDLN

<https://www.linkedin.com/in/rishabh-menon-b3824b216>

## SKILLS

- MS Office Suite
- Cold calling
- Marketing lead generation
- Project management
- Social media marketing
- Social media platforms
- Structure prices
- Graphic content development

## REFERENCE

Reference upon request

## PROFESSIONAL SUMMARY

- Hardworking Product Management Associate focused on completing work quickly to consistently exceed targets. Reliable team member accustomed to taking on challenging tasks. Dedicated to business success.

## EXPERIENCE

**PRODUCT MANAGEMENT ASSOCIATE** *Dec 2021 - Current*  
*Writeout, Noida, Uttar Pradesh India*

- Participated in lifecycle management to improve the sustainability of the product.
- Balanced the firm's objectives against customer trends when developing successful pricing plans.
- Surveyed potential customers in target markets and demographics to identify and capitalize on promotional opportunities.
- Contributed to market readiness analyses for proposed products and pre-release deliverables.
- Defining a vision for a product.
- Prioritizing product features and capabilities.
- Aligning stakeholders around the vision of the product.

**BUSINESS DEVELOPMENT ASSOCIATE** *Jun 2021 - Dec 2021*  
*Fourbrick Technology OPC Pvt Ltd, Noida, Uttar Pradesh India*

- Scheduled client meetings, conducted presentations, and closed sales to achieve targets.
- Resolved customer issues quickly to recapture the customer's loyalty and maintain the sale.
- Arranged attractive and creative displays to catch the eye of incoming customers and encourage sales.
- Visited, called, and emailed clients to provide after-sales support and build long-term relationships.
- Developed targeted lists, call strategies, and messaging to generate new business opportunities.
- We utilized a CRM system to maintain sales, revenue, and invoice records.

- Engaged customers and built connections to drive long-term sales.

**BUSINESS-TO-BUSINESS PROJECT FOR COCA COLA** *May 2017-Aug 2017*

*Coca Cola, Greater Noida, Uttar Pradesh*

- Developed reports and other tools to deliver information enabling business users and leaders to make informed decisions.
- Used external industry data to identify business trends, risks and opportunities.
- Finished tasks and job duties, adhering to deadlines to avoid delays.
- Reviewed activities regularly to identify opportunities for improvement.

## EDUCATION

**EXECUTIVE EDUCATION PROGRAMME - PRODUCT AND BRAND MANAGEMENT** *Oct 2022*

*Indian Institute Of Management, Rohtak, Haryana India*

- The increasing demand for innovative consumer products, backed by increasing disposable income is expected to enable growth in the product lifecycle management market.
- Product and brand management is no more about making and selling products. there has been a digital revolution in this field too. This also demands a proper strategy for building and launching a product or brand in the market so that your brand and product will stand out from the crowd and it will be remembered by the consumers.

**MBA - MARKETING** *Jun 2021*

*Guru Gobind Singh Indraprastha University, New Delhi, Delhi India*

- Minor in human resource management.
- Won solo singing competition in college
- Awarded for playing guitar.

**GRADUATION - BACHELOR'S OF BUSINESS ADMINISTRATION**

*Jul 2019*

*Guru Gibind Singh Indraprastha University, New Delhi, Delhi India*

Extra curricular activities

- Won Mr. Fresher year-2016
- Represented college for vocal music and instrument at GGSIPU.
- Distinction in Business Planning.