

# Siddhant Sharma

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## CAREER OBJECTIVE

My career objective is to leverage the knowledge and skills gained through my PGDM program to excel in research and advisory role. I aspire to apply data-driven insights and analytical expertise to drive informed decision-making and contribute to the success of organizations.

## SKILLS

OPTIMIZATION | LINEAR PROGRAMMING ~ LINGO ~ SOLVER

STATISTICAL ANALYSIS | SPSS

QUALITY CONTROL AND ASSURANCE | SIX SIGMA ~ CONTROL CHARTS

DATA VISUALIZATION | POWER BI ~ TABLEAU ~ POWERPOINT

DATA ANALYSIS | MICROSOFT EXCEL

SOFT SKILL | TEAM PLAYER ~ BIAS FOR ACTION ~ DELIVER RESULTS

## EXPERIENCE

DABUR INDIA LIMITED | SALES STRATEGY, MARKET EXPANSION, GTM STRATEGY

Officer Trainee | July 2023 - Present, Delhi India

- Worked on building the sales infrastructure in rural and outlet expansion to ensure maximum direct distribution, and a more than **30% increase** in West U.P outlets coverage.
- Delivered business financial of **67 lacs** in a month of sept across all healthcare category by managing and reporting a team of 7 ssm.
- Ensured Ssm incentive by monitoring KPIs (**ECO MSL**) to optimize the performance.
- Handled a broad outlet universe comprising more than **1000 outlets** for penetration.
- Led and directed a team to install pragati app in more than **70 A class outlets**.
- Streamlined supply chain and logistics by managing a distribution network of 2 superstockist and 3 distributors
- Worked on GTM Strategy, Productivity and ROI benefit of Distributors in 2 States.

## INTERSHIPS

PLADIS GLOBAL | SPSS, BCG MATRIX, ADVANCED ANALYTICS

Market Research Intern | May 2022 - July 2022, Delhi India

Project: How to increase small store sale in west delhi.

- Visited over 350 outlets across West Delhi to conduct primary research to discern customer preferences and to troubleshoot brand pain points, Rigorously compared McVities with competitors Britannia and Unibic on the basis of price, packaging, and outlet coverage.
- Utilized SPSS to analyze quantitative data, and uncovering consumer preferences, yielding valuable insights into relevant patterns and trends.
- Conducted T-tests to analyze customer performance, ensuring statistical significance in findings. Additionally, employed regression analysis to examine the relationships between variables.
- Proactively led the activation of **5 new stores**, effectively expanding the brand's market presence, and contributing to a **growth** trajectory in revenue in west delhi

HAMARI PAHCHAN NGO | DIGITAL MARKETING, PROJECT MANAGEMENT

Marketing Intern | Aug 2022 - Sept 2022, Remote

- Initiated "Project Sukhad" to promote menstrual health in underserved areas, addressing a crucial social concern in area of delhi.
- Teamed up with cross-functional groups to create impactful campaign posters, highlighting adaptability in diverse settings.
- 30% Increase in social media engagement by digital marketing, enhancing online visibility and engagement through effective backlink strategies,
- Successfully secured funding of ₹10,000 through skillful crowdfunding strategies, highlighting fundraising acumen and a track record of delivering tangible results

## EDUCATION

NEW DELHI INSTITUTE OF MANAGEMENT

Post Graduate Diploma in Management CGPA - 8.5

2021-2023, Delhi

JAMIA MILLIA ISLAMIA

Bachelor of Business Administration

2016-2019, Delhi

INDIAN INSTITUTE OF MANAGEMENT-ROHTAK

Product and Brand management

Aug 2023 - Pursuing till Nov 2023, Delhi

## HONORS AND AWARDS

Winner of Hindustan Unilever Limited

E-commerce live project challenge 2022

Runner up in Biz Quiz, Intercollege event, March 2022 (NDIM).

## CERTIFICATIONS

NDIM Certified lean six sigma green belt  
Statistics / Data Analysis in SPSS:  
Inferential Statistics - Udemy

## INTERESTS

Fitness ~ Traveling ~ Food ~ Self Improvement