

TARANG OVHAL - PGDM (Marketing)

Dhanori, Pune – (MH)
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PROFFESIONAL EXPERIENCE

Organization	PiSolve	Duration	May 2023 – Present
Designation	Freelancer	Key Role	Business Analyst
- Collaborated with cross-functional stakeholders to elicit requirements and convert them into epics and user stories for e-commerce brand launches. - Participated in sprint planning and backlog grooming sessions for onboarding 80+ SKUs across Flipkart, Amazon, D2C and other marketplaces. - Used market data to support story prioritization and define acceptance criteria for high-impact listings and campaigns. - Worked closely with catalogue, pricing, and ad teams to ensure sprint deliverables were aligned with marketplace listing standards. - Defined MVP and non-functional requirements for the Brands D2C platform, enabling smooth customer journey and ₹0.8 Cr/month revenue. - Continuously evaluated sprint outcomes using KPIs (ACOS, CTR, conversion, SMR) to provide feedback in sprint retrospectives.			

Organization	Flipkart	Duration	Sept. 2019 – Feb 2023
Designation	Asst. Brand Manager/ Category Manager	Categories	Furniture / Health Care / Pvt. Label
Pvt. Label (April 2022 – Feb 2023) - Collaborated cross-functional teams to gather and refine requirements, converting them into user stories and epics for the NPD. - Participated in sprint planning, backlog grooming, and daily stand-ups to manage the go-to-market execution of Realme and MarQ 7.5kg 5-Star washing machines, driving 35% of sales in the 38% SATL segment. - Defined acceptance criteria, MVP scope, and ensured alignment with the Definition of Done (DoD) across catalogue, pricing, supply chain, and creative teams of AC category to gain an AOP (210 Cr.) aligned with a +ve 3% CM, - Leveraged tools like Omniture, Theia, and Helium10 for data analysis, conversion optimization, and real-time visibility into product performance to Plan an AOP of 300 Cr for the FY 23-24. - Used Vendor Hub, FDP, Hermes, SUV, Avenger to coordinate vendor readiness, listing accuracy, and performance dashboards. Medical Supplies (June 2020 – April 2022): - Conducted requirement elicitation sessions with supply, planning, and catalogue teams to define scope for onboarding 100+ medical SKUs and COVID essentials. - Created detailed Document’s and SOP’s covering supply chain workflows, SDS targets, and promotional pricing structures; secured stakeholder sign-offs at each phase. - Coordinated with sourcing and compliance teams to ensure process documentation, NLC validations, and regulatory approvals were in place pre-launch. - Facilitated phase-wise implementation for top FSNs, ensuring 95% Fulfilled by Flipkart (FBF) and 100% SDS compliance across high-volume SKUs like masks, sanitizers, and medical supports. - Used tools like Theia, Omniture, and Helium10 to monitor category performance, identify gaps, and feed insights into the next requirement cycle. - Engaged in UAT support and go-live readiness by collaborating with catalogue, warehouse, and vendor teams to validate checklist compliance and launch preparedness. Furniture (Sept 2019 – June 2020): - Conducted requirement gathering sessions with internal stakeholders and 20+ new vendors to define onboarding scope, catalog needs, and SLA expectations. - Developed process flow diagrams, vendor SOPs, and selection guidelines to support a structured rollout across the Metal, Plastic, and Kids furniture verticals. - Created BRDs and implementation trackers for cross-functional teams to coordinate timelines, SDS score improvements, and seller training modules. - Enabled 22% MoM growth by planning and executing feature rollouts in phases, focusing on pricing updates, RDP enhancements, and inventory planning. - Facilitated Go/No-Go meetings and documentation reviews with vendor operations and legal teams to ensure compliance before SKU onboarding. - Monitored category performance using Omniture, Theia, and internal dashboards; contributed insights into quarterly scope revisions and process refinements.			

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Organization	UberEats	Duration	Oct. 2018 – May 2019
Designation	City Coordinator	Key Role	Sales/KAM/Marketing/Operations
- Successfully launched the City and New Geo extensions. - Planning, Strategizing and Execution of End-to-end Sales Activities (New Restaurant On boarding). - P&L management for 220+ restaurants across Geo. - Real time Restaurant monitoring and support for ensuring uninterrupted supply hours. - Demand Planning: Data collection/analysis to forecast demand and strategize relevant weekly, monthly and special offer constructs. - Working closely with restaurant owners for growth through Restaurant side discounting and inclusion. - Manage and escalate any courier ops. Related issue and suggest actionable. - Planning and Execution of City level marketing activities and special events. - Demand Planning, Forecasting, Scheduling, Benchmarking, B2B sales, Product, KAM - Tools used: Salesforce, JIRA, Toolshed, Periscope, chronicle etc			

Organization	Lybrate	Duration	June 2018 – Sept2018
Designation	Manager Marketing and Sales	Key Role	Strategic Pharma Promotions
- Promote Lybrate's Digital Promotion Services for Prescription and OTX drugs to Top Pharma MNCs. - Planning relevant offerings and integrated Media activities depending upon brands requirement. - Pitching relevant offerings to brand managers and close deal with CXO level meets. - Work closely with product and service team to create new relevant offerings. - Own end-to-end responsibility for a campaign (Winning- Planning – Implementing – Execution – Reporting). - Generating Case Studies and Campaign Reports. - Forecasting, Scheduling, Benchmarking, B2B sales, Product, KAM - Brands Handled: Cipla, Zydus, Glenmark, Alkem, Lupin, IPCA etc.			

Organization	Entrepreneur Media	Duration	Aug2017 – May2018
Designation	Ad sales Ex.	Key Role	Ad sales
- Identifying brand and campaign fitment for hosting digital and print advertising on Entrepreneur and its affiliate portals. - Designed media plans and proposals for 75+ brands from different verticals. - On boarded 12 clients for hosting digital ad campaigns on entrepreneur.com. - Brands handled: Mercedes, Jeep, LIC, BOB, VISA, etc.			

ACADEMIC PROFILE

Degree	Institute	Year	Results
PGDM	K. J. Somaiya Institute of Management Studies & Research	2017	6.83/10
B.E. (ETX)	PES college of engineering, Aurangabad	2014	67.13%
DEPM	IDOEAC	2011	75.75%
SSC	Holy cross English high school, Aurangabad	2008	76.30%

POSITIONS OF RESPONSIBILITIES

- Co- convener:** Students Activity Forum committee at SIMSR (2015)
- Convener:** Guitarist and lead singer MAUJ the official band of SIMSR (2015)
- Founder member and President:** NGO “Paaul” (2014)
- Students Head and Lead Organizer:** National level technical event “Tectrix”

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KEY PROJECTS & FREELANCE

- **Final Year PGDM:** A critical study on Product Placement in Web Series/ VOD platforms (2017). Collected and analyzed Data to study the impact of Brand/Product placement in Indian web series on Consumer. Carried out tests like Regression and ANOVA to link Brand recall and brand inclusion.
- **Worked as BDM:** Conducted Seminars for Banking and MBA aspirants across Maharashtra for 'ILearn' a leading Competitive Examination Centre. Planned and managed all media planning and buying activities across media. Worked closely with content team and agencies for creating appealing content. (2013 – 2016)
- **Worked as sales and service engineer:** Vidya Systems. Handled hardware repair and AMCs. Responsibilities included cold calling and client presentations. Successfully on boarded 8 corporate and industrial clients (2012)
- **Final Year Graduation Project:** A Feasibility Study on Noninvasive Blood Glucose Measurement Using Photo Acoustic Method (2014)

CAPABILITIES

- Competencies: Brand Management, Category Management, Market Research, Market Planning, B2B sales, Media planning, IMC planning, Consumer behavior Research, Advertising, Sales.
- Core Competencies: Business Analysis, Requirement Life cycle management, Elicitation and Collaboration, Market Research, Strategy Analysis, Solution Evaluation, Product Analytics, NPD
- Database: MySQL | Modeling Tools: MS Visio 2007, Lucid chats | Documentation Tools: MS Office | Prototyping Tools: Axure 6.5 and 7.0 and Balsamiq | Other Tools: Excel, Power BI, Tableau.

CERTIFICATION

- Certified IT-Business Analyst from COEPD (IIBA-EEP)