SONIA DUTT

Mob: 09833987519

Email: soniadutt028@gmail.com

Address: 701 Spring leaf Marol Military Road Andheri East Mumbai 400059

Birth Date
01/02/1987

Nationality

INDIAN

SKILLS ACQUIRED

Digital Marketing Certification

Supply Chain Logistics from Rutgers University

Project Management

Agile Project Management

Scrum Master Certification

Big Data for Managers

Python 3

JavaScript

AWS Associate Architect

PROFESSIONAL CARRER OBJECTIVE

Aspire to provide valuable service in defining business solutions in dynamic IT environment, equipped with knowledge of current technology and trends of the IT industry. By possessing strong analytical, stragertic, planning and process improvement skills, will works towards using them in an efficient manner to analyses customer needs and provide them optimum business solution.

EDUCATIONAL QUALIFICATION

Post-Graduation In Business Management(PGDM)

From: NMIS School Of Business Management-Operations and Supply Chain Management, NMIS
Duration: Mumbai | 2021 June - 2022 May-Persuing

From: NMIS School of Business Management-Information Technology and System Management (ITSM), NMIS
Duration: Mumbai | 2019 July - 2021 May-Persuing

NIIT, NIIT University

Duration: Mumbai | 2010 July - 2011 April
- Persuaded Course from NIIT in Java, Core Java, J2EE,C, C++ from June 2010 to April 2011.

BACHELORS IN ELECTRONICS ENGINEERING

From: Lokmankya Tilak College of Engineering, Mumbai University
Duration: Mumbai | Passed in 2010 May
- Completed Graduation with First class in Electronics

EMPLOYMENT HISTORY

Software Developer, LearningMate Solutions Pvt Ltd

Duration: Mumbai | 2010 May - 2013 September
- Performed the job role as an Assistant Project Manager, by setting up the development team conveying their key job roles and assuring that the work is completed within the set time.

- Involved in understanding the business product roadmap and key goals, communicating the same to the involved IT stakeholder community thereby delivering best in class end-to-end customer solutions.

- Worked with designers and developers for interpreting requirements, tracking the requirement status & timeline.

- Translated the business requirements to the design, development and testing teams ensuring that there are is no scope for discrepancies.
- Recommending and developing improvements to minimize costs and improving cost efficiency and customer experience during the change of network.

- Worked closely with the Project manager and Team lead to handle the development of courses and ensured zero defects in the product delivered. Ensured that the portal had zero downtime and was up and functional.

.

- Requirement analysis and translating to functional requirements based on interaction with the process owners & SME's and document analysis.

- Got appreciation from clients for handling complex projects and getting them delivered on or before scheduled without compromising on quality.

- Was a part of a **global team** and was responsible for understanding the development request and suggesting alternatives when required to achieve process optimization.

- Worked on weekly status reports and other reports assigned by the PM.

- Worked with cross-functional teams to understand and execute a new project requirement.

- Proficient in in requirements gathering, writing elaborated user stories and translating them to Functional Specification Documents (FSD).

- Proficient in working within the **Agile and Waterfall models** of software development.

- Successful in meeting new challenges and finding solution to the needs of the customer by taking overall responsibility for managing and coordinating between involved stakeholders.

- Understand and influence the product roadmap to support key business goals for delivering best in class end-to-end customer solutions.

- Possess strong communication, relationship management and team building skills with abilities in liaising with project managers for timely completion of projects.

- Understand why certain decisions which affect the application design/configuration were taken in the past and has a feel for overall business direction and steers application changes appropriately.

Retail Manager, Claws N Paws

Duration: Mumbai | 2013 September – 2020 MAY

- Effectively allocated tasks during high-traffic times to keep operations running smoothly and employees focused.

- Handled Inventory Management, Supplier management, and Client relationship Management.

- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales.

- Implemented daily operating procedures to keep the store clean, adequately stocked, and well-organized.

- Aligned inventory processes with demand projections to maximize organizational and budget efficiency.

- Reduced expense by renegotiating vendor control to eliminate waste and boost cost savings.

- Offer hands on assistances to customers, assessing needs and maintaining current knowledge of customer preference.

- By making use of various analytical tools like Google Analytics, Hootsuite, Zoho CRM etc. to understand customer preference and improve product positioning on shelf.

- Using Social Media Analytics and Mobile Analytics to under customer sentiments and view points regarding brands as well as tracking competitor's behavior and product offering.

- Sending personalized product offerings and promotions by using email marketing to different customer segments based on the product preferences.

- Using SCM (supply chain management) software to track product deliveries, inventory management (status of stock in store and automatic ordering of the products) ensuring that supplier provides the best product quality in the most cost-effective price and maintaining good supplier relationship.

- Promoting the companies- brand on social media platforms like Facebook, Instagram, GoogleMyBuisness, YouTube, Twitter etc. to increase customer engagement and improve customer loyalty by offering loyality programs.

- Coming up with new ideas with respect to technologies to improve convivence of customers as well enhance their instore experience.

- Providing them convenience of use of digital payment models like ewallet (GPay, Amazon Pay, Pay zap, Phone Pay), epayments (IMPS or NEFT transfer) so they can order the products and avail delivery at work/home or avoiding the hassle of cash transactions.

- By using analytical software, we have managed to track the customer buying behavior and for premium customers had maintained a system that had records of past purchase as well could send them recommendations of products to purchase. This eased their efforts of going through product catalogue to order the product and made the process seamlessly fast.

- Used the top branded delivery partners to ensure that the customer would receive the product undamaged and in time without any ruthless behavior of delivery agent.

- Being passionate our brand, we used to send them articles or suggestions related to the category we served to increase brand recall without seeming pushy in promotion.

- We understood the customers sentiments and worked with them in serving their needs by understanding their problems and recommended them products which could solve their problem.

- Worked with premium hotels in Mumbai and delivered them a class service for which we have received much appreciation.

- Represented the brand and promoted it national and regional trade shows like in Delhi, Pune, Gurgaon, Bangalore and Mumbai.

- Assessed sales reports to identify and enhance sales performance, support inventory oversights and capitalized on emerging trends.

- Led store operations and management projects of two stores.

- Successfully drove new product line to increase annual profit by 20%.

- Suggested and implemented many technological enhancements like use of smart shelves and IOT technologies to build up sales and achieving an first movers advantage in our category.

Technical Skills:

- **Agile Project Management**

- **Scrum Master Certification**

- **Bigdata Analytics-Hadoop(HDFS)**

- **Data Analytics**

- **AWS-Cloud Computing**

- **JavaScript, Python,C,C++,Java,MYSQL**

- **Tools like Tabalue,MS-Office,MsProject**

COURSE

- **Brand Management: Aligning Business, Brand and Behaviour**
  By University of London & London Business School

- **Introduction to Social Media Marketing**
  By Facebook

- **Successful Negotiation: Essential Strategies and Skills**
  By University of Michigan

- **Machine Learning**
  By Stanford University

- **Introduction to Psychology**
  By Yale University

- **Advanced Certification in Floral Design , Mexicano Technicon Floral-Mexico**

HOBBIES

- Learning about new technologies and skills
- Reading about market analysis and business practices
- Reading about management practices and strategic management also much curious about analyzing and learning marketing techniques and practices, brand management, etc.
- Keen interest in learning consumer behavior and customer relationship management.

****