



Saurav Raj

7 Years 9 Months Overall Experience

• Experienced Product Owner and Marketer with 7+ years across Fashion and apparel, IT, e-commerce, Private Equity, and Executive Services. • Collaborates closely with business units to develop products, demonstrating adeptness in Product Management and B2B Marketing. • Possesses advanced skills in stakeholder and vendor management, as well as team leadership.

Industry

Executive Services

IT/ITES

Fashion & Retail

Functional Areas

Product Management

Project Management

B2B Marketing

Education

NIFT, Bengaluru

Bachelor of Fashion Technology

2011-2015

Certification

Lean Six Sigma Green Belt

2023

Accomplishment

New Application for Zara

Designed and developed new tablet-based application for Zara for their factories in Spain and Portugal.

2018

Employee of the Year

Awarded the "Employee of the year" award in 2019

2019

NIFT Placement Cell Coordinator

Coordinated the placement activities for the outgoing batch of 2010-2014

2014

Education

NIFT, Bengaluru

Bachelor of Fashion Technology

2011-2015

Experience



FYXER

2 Years 2 months

Marketing and Growth Strategist

Jan'21 - Mar'23

- Managed a diverse team of four professionals from three different nationalities and achieved a 60% increase in Monthly Recurring Revenue
- Led FYXER website redesign, overseeing concept development, vendor collaboration, construction, and testing, thus resulting in a significant 50% traffic increase and a substantial 30% rise in leads
- Drove cross-channel marketing via personalized emails, video campaigns, LinkedIn, and Twitter (testimonials, 2 weekly posts), thus Elevating social media visibility

- Pioneered active LinkedIn-based referral strategy, leveraging client connections, resulting in a 50% increase in client referral rate



Freelancer

1 Year

Freelance B2B Marketing

Jan'20 - Dec'20

- Collaborated with diverse clients spanning healthcare, e-commerce, Venture Capital, Private equity, and Executive services sectors
- Managed end-to-end marketing campaigns: defining Ideal Customer profiles, crafting email content, setting up and monitoring campaigns, and achieving meeting targets
- Regularly engaged freelancers on behalf of clients, facilitating collaboration for tasks like web development and various marketing projects



M/S Manoj Kumar Prasad (Family Business)

1 Year 1 month

Co-owner

Feb'19 - Mar'20

- Helped my father with sales and marketing of the sarees and other fabrics
- Resourced and negotiated with vendors for procurement of mainly sarees and suit fabrics



Threadsol Softwares Pvt. Ltd.

3 Years 9 Months

Product Development Lead

Jun'15 - Feb'19

- Led a team of 10 individuals in the development of a specialized tablet-based app, designed exclusively for the retail giant ZARA.
- Led cross-functional teams in Noida and Kolkata to build intelloMobile, our software's tablet app, from scratch, thus generating an extra revenue source of \$3000 per license.
- Led a team of 3, coordinating activities ranging from customer input and creative ideation to detailed design and strategic feature prioritization, to advance our flagship product – intelloCut
- Conducted training sessions for both the projects team and development team, covering new and existing features and products.
- Functioned as an Implementation Consultant for a year, effectively rolling out the software across four factories in Sri Lanka and in India