



VIKRANT LAL DAS

Data Tools: Advanced Excel (Pivot, Macros), Power BI, SPSS

ERP Systems: Zoho ERP, RAMCO

SUMMARY

Experienced professional skilled in **process optimization**, strategic execution, & **data-driven decision-making**. Proven ability to **lead cross-functional teams**, drive business growth, & deliver market-aligned strategies. Proficient in analysing performance metrics to inform strategic decisions & foster a culture of excellence through **high-performing, collaborative teams**.

WORK EXPERIENCE

Alliance Executive - Sify Technologies Limited

July 2024 - Present

- Developed & executed marketing strategies, acquiring **4 new accounts** & driving significant **revenue growth**.
- Collaborated with stakeholders to align objectives, ensuring mutual goals & project success.
- Addressed sensitive issues through strategic communication, fostering informed decision-making across teams.
- Delivered **tailored solutions to client needs**, ensuring satisfaction and service excellence.
- Cultivated strong relationships with clients, colleagues, & business partners, enhancing **collaboration & synergy**.
- Expanded market presence by covering **25+** educational institutes and **100+** enterprises, driving sales growth.
- Utilised a **consultative sales approach** to consistently **grow the sales funnel** and meet business objectives.
- Provided actionable insights to **product teams** on customer **needs, market trends, & competitive analysis** to improve offerings.

PHP Developer- Quy Technology Private Limited

Aug 2019- June 2022

- Optimized **MySQL queries**, reducing processing time by **40%**, as SME to enhance **scalability** and performance.
- Led **30+** projects end-to-end, managing requirements, **wireframes, solution design**, and timely execution.
- Collaborated with global clients, ensuring **SOP adherence**, stakeholder alignment, and tailored solution delivery.
- Streamlined mid-project onboarding using **first-principles thinking** for admin, website, and **API** integration.
- Designed workflows for onboarding, defining timelines, task segregation & **resource allocation** for **50+** projects.
- Resolved errors, conducted **Beta-testing**, & delivered robust systems for 50+ mobile apps and admin systems.
- Delivered **10+** end-to-end projects with **user-centred designs**, workflow engineering, & scalable architectures.
- Managed stakeholder engagements, addressing queries & prioritising features for successful project outcomes.
- Created **scalable prototypes** & structured **workflows** for optimised **product design** and **deployment** success.
- Facilitated **timeline adjustments**, reallocated tasks, and **mitigated risks** for efficient project completion.

Analytics Intern- BlueMedix

April 2023- May2023

- Analysed health camp data, achieving a **20%** attendee conversion rate into repeat customers for **MalhamPatti**.
- Optimised inventory across **20+** stores, reducing **inefficiencies by 10%** and identifying **sales trends**.
- Evaluated **10+ ERPs** for the "*Digitalisation of Healthcare*" project, suggesting top ERP for scalability improvements
- Implemented **ERPNext**, reducing **errors by 25%** & enhancing **operational scalability** across healthcare processes.
- Audited **inventory** processes for BlueMedix, improving **turnover efficiency** and **boosting market presence**.
- Researched **50+ stores, 30+ hospitals**, and patients to identify **new revenue streams for Bihar Generic Projects**

EDUCATION

MBA- Marketing	Indian Institute of Management, Bodh Gaya	2022-24
B.E. - CSE	Corporate Institute of Science & Technology	2015-19

ADDITIONAL INFORMATION

- Accomplishments:** National Finalist, IoT Challenge 2018, IIT Bombay; optimised IIM BG admissions portal (end-to-end); Led 3-day MBA'25 admission process, induction & live interaction session of **1000+** students.
- Certifications:** Data Analytics with Excel (Microsoft Certified Trainer).
- Awards & Activities:** Campus Ambassador IoT Challenge 2018; Conducted Live Advanced Excel workshop for **800+** students.