



OLVIN BRAVE

ASSISTANT MANAGER

CONTACT

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New Delhi, India

SKILLS

Category Management

Digital Marketing

Content Development

Operations Management

EDUCATION

Bachelor of Commerce - B.Com

Delhi University

2011-2014

Business/Commerce, General

High School Diploma

Mount Carmel School

2011

Business/Commerce, General

LANGUAGES

English

Hindi

Punjabi

PROFILE

With over 12 years of dynamic experience in the Business-to-Business industry, I have honed my skills and expertise to excel as an Assistant Manager at Power2SME. My journey in this industry has been marked by a relentless pursuit of excellence, a commitment to innovation and a passion for driving impactful change.

My career trajectory has seen me assume various roles, each contributing to my holistic understanding of the B2B landscape.

I navigated the intricacies of product categorization and management, leveraging insights to optimize assortment strategies and enhance customer satisfaction. This role not only sharpened my analytical prowess but also instilled in me a strategic mindset essential for effective decision-making.

In the realm of digital marketing, I have spearheaded transformative initiatives aimed at enhancing brand visibility, customer engagement, and lead generation. Leveraging platforms such as Canva, Google Analytics, CRM, Microsoft, Photopea and many more, I have crafted compelling visual content that resonates with our target audience, driving traffic and conversions. My proficiency in web content optimization has allowed me to enhance online discoverability and elevate the digital footprint for the organization.

One of my core competencies lies in cataloging, where I have streamlined processes and implemented best practices to ensure accuracy, consistency and accessibility of product information. By optimizing catalog structures and attributes, I have facilitated seamless navigation for customers, thereby augmenting their browsing and purchasing experience.

Operations management constitutes another facet of my skill set, wherein I have demonstrated an ability to orchestrate complex workflows, optimize resource allocation, and mitigate operational bottlenecks. Through meticulous planning and effective execution, I have upheld operational excellence, and scalability across diverse functions.

Beyond technical skills, I am deeply committed to fostering a culture of collaboration, empowerment, and continuous learning. Through my adeptness in team building, I have cultivated high-performing teams that are aligned with organizational objectives, motivated to excel and resilient in the face of challenges.

My educational background in Bachelor of Commerce from Delhi University has provided me with a solid foundation in business principles, financial acumen and critical thinking. I thrive in fast-paced environments where innovation is celebrated, collaboration is encouraged and results are tangible.

WORK EXPERIENCE

HONORS & AWARDS



Respect for Individual



Unsung Hero



5 Year Service Loyalty Award



6 Year Service Loyalty Award



7 Year Service Loyalty Award



8 Year Service Loyalty Award

EXPERTISE

- Customer Relationship Management (CRM)
 - Social Media
 - Online Marketing
 - Problem Solving
 - Attention to Details
 - Time Management
 - Web Content Creation
 - Microsoft Tools
 - Team Leadership
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Power2SME Private Limited

8 years 8 months

Assistant Manager

July 2021 - March 2024 (2 years 9 months)

Gurgaon, India

- On-boarding merchant partners for a category under the Website for B2B.
- Leading a team to drive pricing, merchandising, Tech and marketing initiatives for website.
- Coordinated with Marketing team & provided them products for promotions for an assigned category.
- Develop and execute strategic plans for assigned product categories, aligning with overall business objectives.
- Working with the content & design teams to ensure appropriate banners, product descriptions and rich content on the website.
- Source catalogs of national brands, smaller brands & private labels for that category and ensure availability of a wide variety of products on the B2B.
- Conduct thorough market research and analysis to identify trends, opportunities, and competitive landscape within the category.
- Undertook competitive study for tracking early trends & future campaigns to help category achieve the next level of sales & growth.
- Working with merchandising team to get the catalogs live with accuracy of specs./ pricing on the website.
- Work closely with various internal teams such as sales, operations and finance to ensure alignment on category strategies and objectives.
- Negotiating margins / transfer price from merchant partners on the catalogs sourced for bulk orders.
- Conducted in-depth analysis of website data to pinpoint areas for improvement, and devised actionable plans to enhance user engagement.
- Created a comprehensive Merchandise calendar aimed at driving increased sales through the digital channel.
- Prepare regular reports and presentations to communicate category performance, trends, and insights to senior management and team members.
- Mentor and coach team members to develop their skills and capabilities in category management, strategic planning, negotiation and relationship management.

Senior Associate

April 2019 - June 2021 (2 years 3 months)

Gurugram, Haryana, India

- Maintain the high quality and best practices in creating the content.
- Establish the required guidelines and processes for the team to follow while creating the content.
- Coordinate with other program and product managers to build a high-quality content product.
- Creating unique content based on compelling ideas, editing and proof reading the content for any errors or inconsistencies, and analyzing competitors' data to improve existing content strategies.
- Develop comprehensive social media strategies aligned with B2B e-commerce objectives and target audience demographics.
- Identify key social media platforms for B2B engagement and determine content themes, posting schedules, and audience targeting strategies.
- Create engaging and informative content tailored to the B2B audience, including articles, blog posts, info-graphics and videos.
- Curate relevant industry news, trends and insights to share with followers and establish thought leadership in the B2B e-commerce space.
- Create easy-to-understand content that engages users and gives them a helpful yet entertaining experience when browsing through our media channels.
- Plan, execute and optimize social media advertising campaigns to increase brand visibility, drive website traffic and generate leads.
- Monitor social media channels for engagement, comments and messages from B2B customers, and associates.
- Foster meaningful conversations, address inquiries and resolve issues promptly to enhance customer satisfaction and loyalty.
- Use insights from analytics tools such as Google Analytics, Facebook Insights, and LinkedIn Analytics to optimize strategies and improve campaign effectiveness.
- Proactively address issues related to product quality, compliance or regulatory requirements to safeguard the company's reputation and ensure customer satisfaction.
- Collaborate with merchandising teams to plan product placement, pricing strategies and promotional activities

WORK EXPERIENCE

HOBBIES



Photography in Church



Eating & Exploring New Restaurant



Exploring New & Various Technology



Cycling



Sketching & Painting

Associate

August 2015 - March 2019 (3 years 8 months)

Gurgaon, India

- Research, outline, write, and edit content, working closely with various departments to understand project requirements.
- Gather information from subject-matter experts and develop, organize, and write procedure manuals, technical specifications, and process documentation.
- Work with development and support leads to identify documentation repositories, revise and edit, and determine best solutions for data compilation and centralized storage.
- Research, create, and maintain information architecture templates that adhere to organizational and legal standards and allow for easy data migration.
- Generate purchase orders accurately and in a timely manner based on approved requisitions, ensuring compliance with procurement policies and budgetary constraints.
- Collaborate with internal procurement, finance, and department heads to confirm product specifications, quantities, and delivery schedules.
- Liaise with vendors to confirm pricing, availability, and delivery timelines for requested goods or services.
- Address any discrepancies or issues related to purchase orders, invoices, or deliveries promptly to maintain positive vendor relationships.
- Maintain organized records of purchase orders, contracts, and vendor agreements for reference and auditing purposes.
- Ensure all necessary documentation is properly filed and archived according to company policies and regulatory requirements.
- Process invoices for payment approval, ensuring adherence to payment terms and budget allocations.
- Resolve discrepancies or disputes related to purchase orders, invoices, or vendor performance through effective communication and negotiation.
- Collaborate with cross-functional teams to address issues and implement corrective actions to prevent recurrence.
- Serve as a resource for inquiries and assistance related to procurement processes and documentation requirements.

iYogi

Customer Sales Representative

March 2014 - February 2015 (1 year)

- Represent the brand in a professional manner that results in repeat business and a positive customer experience.
- Identify lead opportunities as well as the potential for upsells.
- Speak with customers to understand their needs and resolve any issues.
- Interact regularly with customers to understand their needs and recommend the right products and services.
- Utilize industry software and technology effectively to improve the customer experience.

Quattro

Customer Sales Representative

February 2013 - March 2014 (1 year 2 months)

- Represent the brand in a professional manner that results in repeat business and a positive customer experience.
- Identify lead opportunities as well as the potential for upsells.
- Speak with customers to understand their needs and resolve any issues.
- Interact regularly with customers to understand their needs and recommend the right products and services.
- Utilize industry software and technology effectively to improve the customer experience.

Aerodite Private Limited

Customer Sales Representative

January 2012 - January 2013 (1 year 1 month)

- Represent the brand in a professional manner that results in repeat business and a positive customer experience.
- Identify lead opportunities as well as the potential for upsells.
- Speak with customers to understand their needs and resolve any issues.
- Interact regularly with customers to understand their needs and recommend the right products and services.
- Utilize industry software and technology effectively to improve the customer experience.