



Vivek Kurup

Account Manager - Mobile Apps

Experienced account manager with top-notch implementation and project management abilities. Determined and experienced in nurturing client relationships, generating revenue with new accounts, and a dedication to customer service.

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SKILLS

Customer Service

Project Management

Strategic Account Development

Teambuilding

Analytical Skills

Critical Thinking

Managing Client Relationships

Verbal and Written Communication

Business Analysis

Wireframing

Optimising User Journeys

WORK EXPERIENCE

Co-Founder

Idroid App Studio

09/2020 - Present

Ahmedabad, Gujarat

Idroid App Studio is a Mobile app development startup.

Roles & Responsibilities

- Defined & Improved sales processes to streamline customer acquisition and onboarding strategies.
- Monitored metrics and marketing investments to assess performance and implement continuous improvements.
- Streamlined operational efficiencies by creating work flows and necessary processes.
- Prospected approx. 40 to 50 new weekly leads with diverse strategies from freelance websites such as Upwork, cold emailing/LinkedIn connection, social media & referrals.
- Conducted discovery calls with customers to assess needs and propose customized solutions.
- Reviewed files, records and other documents to obtain business information and key data informing responses to development requests.
- Identified plans and resources required to meet project goals and objectives by setting realistic timelines and checkpoints.

Customer Success Manager

Tatvic Analytics

09/2019 - 08/2020

Ahmedabad, Gujarat

Tatvic Analytics is a leading Digital Analytics consulting company with core competencies in Website & Mobile App Analytics.

Roles & Responsibilities

- Played an instrumental role in building client relationships by working with operational teams for proper resolution of issues faced on a day to day basis.
- Facilitated cross-selling opportunities for key accounts via strategic migration planning from data collection to analysis.
- Understanding Google Analytics tracking needs thereby helping clients achieve business objectives using appropriate resources and the products available on the stack.
- Envision new custom solutions to bridge the gap which Google products suite are not able to cater individual organizations' requirements.
- Created strategic roadmaps involving Google Analytics tracking for clients which includes designing the tracking framework such as events schema, audits & dashboards.
- Conducted training and mentored team members to promote productivity, accuracy, and commitment to friendly service.
- Facilitated cross-selling opportunities of key accounts via strategic migration planning from data collection to analysis.
- Monitored metrics and developed actionable insights to improve efficiency and performance.
- Supervised health checks on all documented outputs shared with the client.

WORK EXPERIENCE

Manager – Media Analytics

Kantar India

07/2017 - 08/2019

Mumbai, Maharashtra

Kantar is the world's leading Market research, insights and consulting company.

Roles & Responsibilities

- Worked & supervised multiple projects by prioritising needs and delegating assignments.
- Used critical thinking to break down problems, evaluate solutions and make decisions to carry out day to day duties efficiently.
- Maintained project schedules by managing timelines and making proactive adjustments.
- Provided assistance to client servicing teams throughout the project life cycle on technical & non-technical queries.
- Coordinated with project owners to analyse data models using statistical techniques and information flow.
- Performed data quality checks to prevent later issues such as data duplication or data degradation.
- Formulated complete project plans, coordinated research approaches and costing.
- Collaborated with project owners and team members to prepare invoice plans adhering to internal finance norms and administering change requests as required.
- Identified process improvements to create standard procedures to deliver faster outputs.
- Worked closely with the product development team to conduct testing and provide feedback on solution enhancements.

Business Analyst

Cygnnet Infotech Pvt. Ltd

03/2016 - 06/2017

Ahmedabad, Gujarat

Cygnnet Infotech is one of the most trusted names in the IT space delivering technology innovation across 35 countries.

Roles & Responsibilities

- Contributed to all stages of the project development lifecycle, from requirement gathering to production releases across multiple projects.
- Conducted workshops to facilitate detailed business requirements from the stakeholders.
- Gathered and disseminated project information with team members by defining project scope, business processes, wireframes, functional and non-functional requirements.
- Collaborated with project managers on project timelines, resource planning, and change requests to ensure timely deliverables.
- Applied honed problem-solving skills to analyse and resolve issues impacting business operations and goal achievement.
- Implemented user acceptance testing with a focus on documenting defects, identifying bottlenecks, and executing test cases.

EDUCATION

PGDM - Data Science

Shanti Business School

08/2014 - 04/2016

CGPA: 7.72

Bachelor of Engineering - Computer Engineering

Alpha College Of Engineering & Technology, G.T.U

07/2009 - 05/2013

CGPA: 6.94

LANGUAGES

English

Native or Bilingual Proficiency

Hindi

Native or Bilingual Proficiency

Gujarati

Full Professional Proficiency