

MIHIR KUMAR

Project Manager

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Location: - Gurgaon

EXPERIENCE

Project Manager

Care Health Insurance

13th March 2023 – Current

- Overseeing the creation process of applications from start to finish.
- Responsible for project planning, schedule development, scope management, and coordination with marketing team to identify risks and delays.
- Manages new systems development, integration, testing, and post-production support.
- Identifies areas for business improvement and conducts Pre-UAT testing.
- Meeting with marketing team weekly to ensure coordination and address risks.
- Managing new systems development and integration through all project phases.
- Ensuring Pre-UAT testing is completed before UAT release.
- Identifying opportunities for business process improvement.
- Conducting Integration testing and User Acceptance Testing (UAT).

Senior Agency Manager

Aditya Birla Health Insurance

22nd Apr 2019 – 06th Sept 2020

- Led a team of agents in achieving sales target and expanding the customer base.
- Developed and executed strategic plans to enhance the agency's performance and market presence.
- Conducted training programs for agents to improve sales skills and product knowledge.
- Managed relationship with key stakeholders, including clients and business partners.
- Researching and processing claims as per company guidelines and benefits.
- Implemented a driven sales strategies, utilizing market analysis and customer insights to identify new opportunities.
- Analyzing medical documents for the authenticity.
- Handled successfully 250+ customers for 1 and a half years.

Market Research Intern

Sky Quest Technology Consulting Pvt. Ltd 05/2022 – 07/2022

- Conducted market analysis and competitor research to support business decision-making.
- Assisted in data collection, interpretation and presentation of research findings.
- Contributed to the development of market entry strategies.

SUMMARY

Dedicated professional with a solid background in both project management and sales leadership roles. Adept at leading teams to successful project outcomes through strategic planning, execution, and effective communication. Skilled in driving revenue growth, building strong client relationships, and exceeding sales targets. Proven ability to adapt to diverse environments, collaborate cross-functionally, and deliver results that align with organizational objectives. Seeking a challenging opportunity to leverage my combined expertise in project management and sales to drive business success and contribute to the growth of a dynamic team.

SKILLS

- Advanced Excel
- SQL
- Leadership
- Data Analysis & Visualization
- Sales & Marketing
- Project Management
- Requirement Gathering
- Software Development Life Cycle
- Quality Assurance
- Business Requirements Document (BRD)
- Power BI
- JIRA
- Team Work

PROJECTS

Introducing EMI options for Customers in Mobile App

Introducing EMI options in a mobile app allows customers to spread out their payments for purchases over time, making expensive items more affordable. Customers can select the EMI option during checkout and choose from various payment periods and interest rates, depending on their preferences and eligibility. This feature enhances flexibility and convenience for users, potentially increasing sales and customer satisfaction.

EXPERIENCE

Sales and Marketing Intern

Tenhard India Pvt. Ltd

08/2022 – 10/2022

- Contributed to the marketing campaigns, customer engagement and sales strategies.
- Conducted market research to identify trends and opportunities.
- Assisted in the development and implementation of marketing plans.

EDUCATION

MBA-Marketing and Operations

IILM University

04/2021 - 03/2023 Noida

BCA

MIT School of Management

04/2016 - 03/2019 Pune

HSC

Indian Public School

03/2015 - 03/2016 Bihar

SSC

Indian Public School

03/2013 – 03/2014 Bihar

PROJECTS

Development of App for Non-Customers of Company

Developing an app for non-customers of a company involves creating a user-friendly platform accessible to individuals who haven't yet engaged with the company's products or services. The app could show case the company's offerings, provide valuable information or resources related to its industry, offer incentives or discounts to encourage engagement and facilitate easy communication with the company for inquiries or support. The goal is to attract potential customers, build brand awareness, and establish a positive impression, ultimately converting non-customers into loyal patrons.

A study on Buying Behavior of Consumers towards Samsung Smartphone

A Study on Buying Behavior of Consumers towards Samsung Smartphone's aimed to analyze consumer preferences, motivations, and decision-making processes when purchasing Samsung Smartphone's. Through a combination of qualitative and quantitative research methods, including surveys, interviews, and market analysis, the study delved into factors influencing consumer choices, such as brand perception, product features, pricing and marketing strategies. Findings provided valuable insights into consumer attitudes and behaviors, informing strategic commendations for Samsung to enhance its market position, optimize product offerings, and effectively target its customer base.