

Yash Lakra

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Location: Al Barsha 1, Dubai, United Arab Emirates.



A Marketing professional with 6 years of demonstrated work experience in FMCG, e-commerce & payment industries. Skilled in business development, key account management, customer relationship, training, and team management. Prior experience of working with Amazon, Coffee Day beverages and Lexi Pens.

KEY SKILLS:

- Strategic Partnerships
- International Brand Development
- Market Research & Analysis
- B2B Marketing
- Digital Marketing
- Client & Vendor management
- Product pricing & branding
- Trade Marketing & Negotiations

Work Experiences:

1. Amazon, Mumbai (Dec'19 - Mar'23)

Role: Manager-Payments Marketing

Responsibilities: Expanded Amazon payments Pan India through brand collaboration with strategic partners in multinational companies into F&B industry. Increased client acquisition by 40% within 3 months and achieved 168% of annual business goals with training & marketing initiatives.

Build & lead a team of 140 channel managers & executives in Maharashtra region including hiring and training of new joiners, engagement through incentives & daily activities, audit of processes and attrition management.

Awards:

Hi Five Award- Awarded for building the FPA business PAN India in a short span of 3 months.

Halla BOL- Awarded as the 'National Top Performer' for excelling in all parameters of business.

2. Coffee Day Beverages, Mumbai (Nov'17 - Dec'19)

Role: Territory Manager

Responsibilities: The role was to expand beverage solutions to corporate clients through trade marketing in Mumbai. Handled smooth distribution channel through merchants and distributors. Increased client base by 72% in a year, ranking highest in the region for customized Coffee day beverages solutions. On-boarded new distributors and increased revenue by 90% for monthly supply & billing of goods to corporates. Forecasted the quarterly demand & supply ratio for smooth operations in the region.

Awards: Awarded 'Best Client management' for Mumbai region for 2 consecutive quarters.

3. Lexi Pens Pvt. Ltd, Mumbai (Mar'17 - Nov'17)

Role: International brand development manager

Responsibilities: Successfully expanded stationary business in Algeria, Africa by conducting detailed market research & analysis within the country's regulatory laws. Attended trade shows, offered promotions to potential partners and onboarded importer for Algeria region. Promoted inbound marketing to boost international sales by managing ATL & BTL activities with the support of importer.

[Academic Qualifications](#)

Year	Degree	Institute
2017	Masters - MBA in Marketing (International Business)	Symbiosis Institute of International Business
2014	Bachelors - B.Sc. (Information Technology)	S.K. College of Science & Commerce

[Certifications](#)

The Fundamentals of Digital Marketing- Google
Brand & Product Management – Coursera & IE Business School
Lean Six Sigma Green Belt - KPMG
Negotiation Strategy & Skills- University of Michigan
International Marketing Entry & Execution- Yonsei University