

MILAN V MATHEW

Marketing & Analytics | Operations | Market Research

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PROFILE

Marketing & Analytics postgraduate with experience in service and sales operations, KPI monitoring, competitive research and stakeholder coordination. Interested in commercial operations, business operations and market research roles.

EXPERIENCE

Tata Play | Executive Trainee | June 2025 - March 2026

Service and sales rotations (Area Service Manager / Area Sales Manager assignments).

- Monitored around 30 service KPIs, including turnaround time, quality and customer issues; coordinated approximately 15 engineers in one assignment.
- Used PRM and Excel to identify service-centre and technician performance gaps; prepared improvement recommendations and presented insights to management.
- Oversaw service-provider operations, manpower and inventory; supported escalation resolution.
- Onboarded dealers, coordinated distributor-led distribution and monitored dealer sales and recharge performance.

Mane Kancor | Market Research Intern | May - June 2024

- Analyzed marketing strategies of 40 competitor companies across five product lines; gathered ingredient/category intelligence through Mintel.
- Developed go-to-market recommendations for a new B2B product launch.

MAGICS NGO, Kochi | Social Intern | January 2024

- Helped organize the All Kerala Senior Athletics Meet with over 600 participants; managed social media, supported elderly programmes and developed a microgreen business model.

IFortis Corporate | Marketing Intern | June - July 2021

- Created promotional materials and social media advertising for an online cultural event; achieved a sales target of 50 tickets.

EDUCATION

PGDM, Marketing & Analytics | XIME Kochi | 2023 - 2025

BBA | Saintgits College of Applied Sciences, Kottayam | 2019 - 2022

SKILLS & TRAINING

KPI monitoring, performance analysis, Excel in operational reporting, PRM tools, competitive research, Mintel, go-to-market recommendations, PowerPoint, stakeholder coordination, team leadership and public speaking.

Certifications: Power BI (Henry Harvin) - coursework in dashboarding, data modelling and DAX; Digital Marketing (Coursera / ISB) - SEO, PPC, content, e-commerce and marketing KPIs. Power BI is course-based training, rather than professional project experience.

LEADERSHIP & RESEARCH

President, Empresario Entrepreneurship Club: led a 50-member team, organized the Earn While You Learn Summit, implemented a campus bicycle rental system and operated a convenience shop.

General Secretary, Students Union: coordinated a 15-member team, an inter-college fest and community activities.

Presented "Changing Business Strategies During the COVID-19 Pandemic" at IIM Kozhikode. Case study: "Augmented Reality Oil Rig Training," published at Bhavan's Royal Institute of Management.