

# Suprit Kothari

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## 👤 Profile

Versatile and results-oriented professional with experience in business development, category management, and process automation. Skilled in client acquisition, cross-functional collaboration, and data-driven decision-making to drive strategic growth. Eager to grow with a forward-thinking company by contributing to impactful, long-term success.

## 🎓 Education

**Vellore Institute of Technology**, *B.Tech in Computer Science* 2020 – 2024 | 8.43  
**MDS Public School**, *Class XII* 2020 | 95.0%

## 💼 Work Experience

**ZEPTO**, *Category Management Intern* Feb 2025 – present

- Enabled 15+ NPD launches across 600+ stores by coordinating supply chain and store-level readiness
- Ensured 95%+ availability of 100+ raw materials, reducing stockouts and boosting operational efficiency
- Supported pan-India rollout of fryer and burger SKUs in collaboration with category and ops teams
- Improved margins by ~8% through cost analysis and optimization of 50+ SKUs
- Managed 10+ vendor relationships, enhancing supply reliability and reducing lead times

**Vikas Balaji Marmo**, *Business Development Manager* Jul 2024 – Feb 2025

- Increased annual revenue by 10% & closed deals worth INR 50L by expanding the client portfolio across key markets
- Improved overall logistics efficiency, reducing delivery times by 10% & significantly enhancing customer satisfaction
- Boosted lead generation by 35% and increased conversion rates by 15% through impactful marketing campaigns
- Represented the company at 5+ industry fairs, leveraging sales expertise to onboard 8+ long-term international clients

**Axxela Research & Analytics**, *Derivatives Trader* Jan 2024 – Jun 2024

Awarded PPO from Head Strategy for significant contributions in developing robust research & insights on strategies

- Traded 12k+ Euribor futures, leveraging yield curve & STIR movements in European markets
- Engineered strategies via technical analysis, achieving 65% prediction accuracy & boosted trading profits by 15%
- Utilized risk management, back-testing & positional strategies, achieving €500 profit in a single trade

**Affinity Steps**, *Automation Developer* Jun 2023 – Dec 2023

Received recognition for outstanding contributions, resulting in annual company-wide cost savings of \$50k+

- Automated workflows, cutting task time by 40%, boosting efficiency, and increasing productivity by 25%
- Trained teams on automation, reducing error rates by 60% and significantly improving accuracy

## 🏠 Positions of Responsibility

**Entrepreneurship Cell**, *Finance Head* Apr 2022 – May 2023

Steered 2-tier team (100+ members), organizing largest E-SUMMIT in South India, with 5 national events

- Organized 5 podcasts, 2 E-summit, 8 guest talks with 25 entrepreneurs like Ashneer Grover, Aman Dhatarwal etc
- Achieved 125% participation growth in pan-India competitions across 15+ tier 1 & tier 2 colleges
- Secured cross-promotional deals worth INR 6.5L (+50% y-o-y) with 10+ brands including IDP and EatSure

Key Reform: Negotiated INR 50K reduction in coverage fees to produce first-ever after movie covering 6+ competitions

**Becoming I Foundation**, *Senior Core member* Apr 2021 – Mar 2022

Implemented targeted social initiative addressing needs of 1K+ students by staging 20+ events & 15+ speakers

- Garnered sponsorship of INR 100K to deliver engaging lessons and track the progress of the students effectively
- Created impactful educational curriculum | 30% graduation rates increase | 15% decrease in dropout rates

## 📁 Key Projects

**Efficient DBT System** Feb 2023 – May 2023

Direct benefit transfer system for farmers | Computational Intelligence Dept, VIT V | Prof. Jothi KR | Course Project

- Deployed blockchain-based system with Solidity smart contracts | resulting in 25% reduction in subsidy leakages
- Developed user-friendly web interface with React | 30% increase in user adoption and guided access to subsidies

**Product Management**, *Frontrow* Oct 2021 – Dec 2021

Worked to improve percent conversion on the landing page of the newly acquired leads from performance marketing

- Hypothesized landing page design structures after researching 20+ landing pages of education-tech companies
- Executed 3+ components with different designs & positions to achieve 20% more leads for the sales team

## 🔗 Skills & Interests

**Soft Skill:** — Communication, Excel, Organizational Leadership, Analytical & Critical Thinking, Teamwork, Problem Solving

**Data-driven Decision Making:** — Utilizing analytics to inform strategy | Adjusting approaches based on performance metrics