

PARISHMITA DAS

+91 7002919553

parishmita781@gmail.com

www.linkedin.com/in/parishmita-das-365b46158

Bengaluru, 560100

SUMMARY

Project & Operations Manager with 6+ years' experience in multi-location rollouts, vendor and stakeholder management, and end-to-end execution of hospitality, retail, and mobility projects. Proven track record in delivering high-quality product & event launches within budget and timelines. Adept at aligning cross-functional teams, managing contracts, and ensuring operational readiness for opening day.

WORK EXPERIENCE

Swiggy

Sales Manager: May'25 - July'25

Key Responsibilities

- Managing a restaurant portfolio worth ₹64L+, with direct responsibility for GMV growth, RPO optimization, and AD revenue.
- Handling 97 restaurant partners across Kolkata leading end-to-end sales cycles from onboarding to performance improvement.
- Strategizing discount frameworks and planning city-level marketing campaigns to stimulate demand and drive sustainable growth.

Uber

Key Account Manager: Dec'20 - Dec'23

Key Responsibilities

- Launched Uber Moto operations for Shillong, Aizawl, Itanagar, Imphal & Uber Auto for Dimapur.
- On-boarded 150 Driver Partners in a single Week & 60+ female drivers, highest in PAN India.
- Increased WoW car trips in Guwahati to BWE through the Hero franchise project.
- Responsible for vendor and City P&L management for Agartala, Shillong & Aizawl.
- Increased WoW trips by 100% for Uber Moto in Shillong.
- Crossed the milestone of 100K+ WoW Moto and Car trips in Guwahati.
- Launched Uber airport operations at Guwahati airport and scaled the monthly trips.
- Managed end-to-end city business stakeholders — including Channels, Policies and Unions.
- Strategized and implemented low-budget, high-impact BTL (offline), ATL & digital marketing campaign to solve visibility challenges, resulting in a 2X increase in ridership in the entire North East.
- Contributed as a research assistant and producer for Uber's PR campaign initiative Northeast Coffee Table Book.
- Coordinated with vendors, designers, and local authorities for readiness, branding installations, and compliance approvals.

Personal Projects

MOX - Movement of Expression

Operations Lead: Aug'17 - May'24

Key Responsibilities

- Conceptualized and launched live infotainment and experiential properties such as MOX Party and Converge, successfully taking them across Tier 1,2 & 3 cities.
- Managed and programmed **75+** events across multiple venues throughout India.
- Handled Artiste & Repertoire (A&R) responsibilities for **7** artists, overseeing talent development and project execution.
- Led PR campaigns for music releases, securing **30+** published articles across major national and international platforms including **Vh1 India** and **Rolling Stone India** across broadcast, digital, and print media.

One Horn Luxury Mobility

Founder: Aug'23 - Till Date

Key Responsibilities

- Curated boutique travel experiences, exclusive retreats, and immersive excursions across Northeast India, hosting **4,500+** travelers with personalized, hassle-free journeys.

Production Lead

Winter Music Carnival '23

Key Responsibilities

- Served as Production Lead for the Winter Music Carnival, overseeing production for performances by When Chai Met Toast and Shruti Tawade, with the festival drawing **5,000+** attendees.

Assistant Project Manager

NHM, Shillong '19

Key Responsibilities

- Led awareness programmes across **6 districts** and **11 blocks** of Meghalaya for the National Health Mission, coordinating with local health officials, community leaders, and volunteers to enhance participation in rubella and measles vaccination drives.

Marketing & Crew Lead

NH7 Weekender, Shillong '17

Key Responsibilities

- Managed offline marketing campaigns, street activations, and ticketing operations, leading a team of **50+** over 3 months through to successful festival completion.

KEY SKILLS

- | | |
|--|-----------------------------------|
| • Project Management & Execution | • Community Mobilization |
| • Vendor & Stakeholder Management | • Marketing Activations |
| • Timeline & Budget Control | • (ATL/BTL/Digital) |
| • Cross-functional Coordination | • MS Excel / Google Sheets |
| • Budgeting & P&L Control | |
| • Management | |
-

EDUCATION

- Lady Keane College, Shillong 06/15 - 06/18
Bachelors of Arts (Sociology Honors)
- English & Foreign Language University, Shillong 08/18 - 06/20
Masters of Arts (Journalism & Mass Communication)
- Symbiosis Centre for Distance Learning, 08/24 - 08/26
PGDBA (Operations Management)