



Yash Patel

Arcanegrin

My Contact

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📍 1/8, Harharwala Building,
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Hard Skill

- Product Analyst
- Leading teams
- Pricing Framework
- Video & Photo Editing
- Product development and design
- Marketing
- Supply chain management
- Social media management

Soft Skill

- Partner relationship management
- Customer relationship
- Verbal and written communication
- Troubleshooting & Query Resolution
- Custom Liquid Cooling system

Education Background

- Norsee Monjee Institute of Manage Studies
Masters in Computer Application
Completed in 2018
- KPB. Hinduja College of Commerce
Bachelor in Computer Application
Completed in 2015
- Wilson College, Mumbai
Science
Completed in 2012

About Me

Dedicated and detail-oriented Product Expert with 5 years of experience in the hardware business. I'm rooted in the IT world, passionately pushing the boundaries of the achievable. Hardcore gamer & tech-enthusiast, not a day goes by without indulging in the bleeding edge of technology & marvels! I love to create & build whatever I can get my hands on!

Professional Experience

Arcanegrin Founder | Sales Head & Senior Technician
2020 – Present

Key responsibilities:

- Founded & Spearheaded Arcanegrin for close to 3 years
- Developed digital content across various social media channels featuring the latest IT products on bleeding edge innovation
- Superseded revenue target & achieved close to 3 Crores turnover within a span of 20 months
- Established a booming community of like-minded tech-enthusiasts including gaming, content creators & media professionals for brainstorming & continuous collaboration of ideas & news

Thermaltake/Modi | Product Manager & Marketing
2018– 2020

Key responsibilities:

- Singlehandedly lead brand vertical & enhanced products distribution chain
- Designed & implemented improvised inventory management
- Organized events & promotions across the territory boosting sales & brand image
- Built brand recognition through product reviews & demos, build videos & media

PrimeABGB | BRAG Manager & Senior Technician
2016 – 2017

Key responsibilities:

- Improved Sales & Target achievements through product branding & market analysis
- Increased BRAG Brand visibility & sales targets through strategic product placement & marketing
- Building marketing schemes
- Management of hardware and public relations

Achievements

Successfully, ventured into streaming, and cultivated business opportunities from the foray, and created & established the Arcanegrin brand.

The brand witnessed a substantial growth of followers, as well as a credible turnover of over 3 Crores within a span of 2 years.