




**KEERTHIRAJ D**

**SENIOR PROJECT MANAGER**

 keerthirajd0606@gmail.com

 +91-7899419242

 Bangalore



## EDUCATION HISTORY

**Bachelor of Commerce** 2015 - 2018

Institution: CMR UNIVERSITY

Year of Graduation: 2018

I hold a Bachelor of Commerce Degree where i learnt wide range of managerial skills and understanding in streams like finance, marketing, accounting, taxation and management of a company

## PROFESSIONAL SUMMARY

Experienced Senior Project Manager Based in Bangalore with hands on expertise in market research, analyzing product market fit and management, financial planning, sales and marketing and evaluating growth strategies. Adept at networking with decision makers, conducting business introductions, and growing a customer base. Excellent communications and presentation skills with proficiency in CRM and MS Office. Recognized for consistent performance and achieving targets.

## SKILLS

- Digital lending
- Supply chain financing
- Project Management
- Business planning and management
- Sales, Marketing and Customer Acquisition
- Team Management
- Business Consulting

## WORK EXPERIENCE

### USHANGU

May 2018 - June 2019

#### INTERNATIONAL RELATIONSHIP MANAGER

- Identify and connect with senior management at Corporate Houses across the globe with respect to build better business opportunities in global trading.
- Client Relationship Management: Establishing and maintaining long- lasting relationships with corporate clients for future expansion plans and smooth flow of business.
- Coordinated with marketing department to create targeted campaigns resulting in increased lead generation.
- Managed and trained a team of sales representatives resulting in a 40% increase in revenue.

### KHATABOOK

June 2019 - March 2020

#### CITY MANAGER

- Managed the launch of KHATABOOK APP in Bangalore, resulting in 25,000 APP downloads within the month.
- Handled a team size of 20 People,
- Managed a team of marketing and community outreach professionals, providing coaching and mentorship to drive team performance.
- Developed and executed marketing strategies to drive customer engagement and retention, resulting in a increase in app usage.

# WORK EXPERIENCE

## KHATABOOK

### Regional Manager

March 2020 - April 2022

- **Set up launch framework:** Successfully launched Khatabook Application in Chennai City, Acquired 58000+ Active SMEs in our platform with App & QR Code installation. handled team of 50 people for multiple products & turned sales growth .
- **Khatabook lending:** Executed market research, owned competitor insights on pricing, Operations Strategy & Interest rates. Successfully launched lending operations in TamilNadu and Karnataka region with 3375 Active loans, AUM at 45 CR with minimal default at 2.6 %.
- **Strategic planning:** Owned operational blueprint based on product vision, manpower planning, vendor management & channel sales.
- **P&L management:** Responsible for the Chennai business operations by owning city P&L. Turned the city EBIDTA profitable from -6% to 2%. Responsible for city revenue generation
- **Hyperlocal marketing:** Deployed multiple campaign improve product visibility and induce trails which resulted in 10.5 lakh active users in Chennai.
- **SaaS Sales** - Handling a team of 40 People for BizAnalyst Sales. Generated over 4.2Mn in revenue month on month in FY21. Increased sales growth

## KHATABOOK

### SENIOR PROJECT MANAGER

April 2022 - PRESENT

- **GTM & launch framework** : Created Go To Market framework and roadmap for unsecured business loan for Retail & MSME segment, loan size from 3L to 10L across 16+ cities. AUM managed around 200+ CR
- **Launch Of Supply Chain Finance program** : Launched Supply Chain Finance program across the organization , Onboarded 50+ anchors and 1K + retailer credit line activation. AUM managed excess of 50+ CR (Jun'22 - Mar'23). Successfully Identified MVP & PMF scope in SCF
- **Stakeholder Management** : Closely worked with product, analytics, compliance & legal team for customer onboarding flow, disbursals & parsing process alignment . Collaborated with city teams for launching Business loan product, process alignment, Supply acquisition strategy and training
- **Strategy Planning** : Devised strategy to reduce KYC cost, tested & rolled out alternative approaches of CKYC & VKYC . Launched assisted journey program using customer success team and increased user acquisition by 20% . Deployed CPV team across 16 cities which helped Underwriting team to decrease the delinquency.
- **People Management** : Managed a team of 4 APM & 2 Program managers & responsible for training & managing the respective city teams on key processes.

₹ 300+ CRORE



**TOTAL LIFETIME AUM  
LENDING**