

# Dhruthi Saripalli

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## Professional Summary

Results-oriented professional with global experience in financial analysis, pricing strategy, and business development. Skilled in delivering data-driven insights using tools like Excel, Tableau, Xero, and Sage to optimize decision-making and revenue performance. Adept at cross-functional collaboration, client engagement, and identifying opportunities for growth across diverse business verticals.

## Skills

- **Sales & Business Development:** B2B Sales & Account Management, Communication & Negotiation.
- **Advertising & Campaign Strategy:** Digital Advertising Concepts, Campaign Optimization & Analysis.
- **Tools & Technology:** CRM Tools (Maginus Professional) (Salesforce familiarization), Excel (Advanced), Tableau, Office 365.

## Education

<b>MSc in Management</b> , <i>Cranfield University</i>	2022 Sep – 2023 Sep
<b>B.Tech in Electronics and Communication</b> , <i>BML Munjal University</i>	2018 Jul – 2022 Sep
<b>Association of Chartered Certified Accountants (ACCA)-Pursuing</b>	2025 May

## Professional Experience

<b>Business Account Executive</b> , <i>Currys</i>	2025 Mar – present
<ul style="list-style-type: none"><li>• Built and managed B2B relationships with businesses across the UK, driving new account growth and sales performance through in-store and Microsoft Teams interactions.</li><li>• Executed targeted outreach campaigns by engaging businesses with tailored value propositions, including VAT reclaim benefits, preferential pricing, and supplier-direct offers.</li><li>• Applied needs-based selling to recommend technology solutions aligned with each client's operational goals, enhancing satisfaction and long-term retention.</li><li>• Utilized Maginus ERP software for effective lead tracking, sales order processing, and customer account management.</li><li>• Monitor local competitor activity and recommend proactive strategies to ensure competitive and relevant product and service offerings.</li></ul>	
<b>Financial Analyst Trainee</b> , <i>Future Connect Accountants</i>	2024 Jul – 2025 Mar
<ul style="list-style-type: none"><li>• Executed payroll operations using Sage 50, ensuring compliance with all HMRC regulations.</li><li>• Led the implementation of Making Tax Digital using Xero, cutting processing time by 30%.</li><li>• Utilized Excel (pivot tables, slicers) to streamline data workflows, improving reporting efficiency</li></ul>	
<b>Pricing Strategy and Financial Modelling Analyst</b> , <i>Nettoken</i>	2023 Jun – 2023 Sep
<ul style="list-style-type: none"><li>• Led customer interviews and pricing model analysis to provide strategic insights for digital product positioning and go-to-market planning.</li><li>• Developed and recommended data-driven pricing strategies by integrating cost analysis, profitability objectives, and customer behavior insights.</li></ul>	

- Provided actionable pricing insights that contributed to a 15% increase in customer acquisition and a 10% improvement in customer retention.

**Beta Strategist, Algoswing**

2022 Jan – 2022 Sep

- Developed algorithms to mitigate losses and provide financial advice to customers, improving efficiency by 40%.
- Conducted market research and analysed stock performance to identify investment opportunities.
- Presented findings to upper management and contributed to data-driven decision-making and improved customer satisfaction.

**Customer Account Manager, Siva Mechanical Works**

2020 Apr – 2022 Sep

- Managed and maintained B2B client relationships, ensuring consistent communication and high levels of customer satisfaction.
- Oversaw end-to-end invoicing, accounts receivable tracking, and timely payment processing to maintain financial integrity.
- Led pricing negotiations and proactively resolved account discrepancies to support accurate financial reporting and long-term client retention.