

## Contact

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## Top Skills

Marketing Strategy  
Analytical Skills  
User Stories

# Rohini S.

Business Analyst @ Zomato  
Pune, Maharashtra, India

## Summary

As a Business Analyst at Zomato, I leverage my skills in spreadsheets, creative charts and dashboards, and business analysis to understand and optimize the performance of various teams and processes within the company. I also handle escalations, and generate revenue through data-driven insights and recommendations.

Before joining Zomato, I worked at Ketto, a crowdfunding platform, where I started as a Senior Account Manager and later became the Manager of Account Management. There, I was responsible for handling top-notch clients, providing client servicing, and driving B2B and B2C sales and customer retention. I also streamlined the new and set processes, built a team, and developed business strategies for revenue generation. I have a BBA in Marketing from Prestige Institute of Management, where I learned the fundamentals of marketing and business management. I am passionate about using data and technology to solve business problems and create value for customers and stakeholders.

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## Experience

### Zomato

2 years 5 months

#### Business Analyst

February 2024 - Present (10 months)

Pune, Maharashtra, India

#### Business Analyst

July 2022 - May 2024 (1 year 11 months)

Mumbai, Maharashtra, India

### Ketto

3 years 5 months

#### Manager Account Management

April 2022 - July 2022 (4 months)

Mumbai, Maharashtra, India

Senior Account Manager

July 2020 - April 2022 (1 year 10 months)

Mumbai, Maharashtra, India

Business Development Executive

March 2019 - July 2020 (1 year 5 months)

Mumbai, Maharashtra

Shine.com

Relationship Manager

September 2018 - March 2019 (7 months)

Mumbai

jaro education

Assistant Manager

February 2018 - September 2018 (8 months)

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## Education

PRESTIGE INSTITUTE OF MANAGMENT

BBA, Marketing · (2015 - 2018)