



# Anurag Singh

CITY GROWTH MANAGER-SANAND, BAVLA AND DHOLKA

## ABOUT ME

Skilled with ability to analyse and interpret unique problems, with a combination of training experience and logical thinking to find the right solutions.

## CONTACT

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## SKILLS

Communication	● ● ● ●
Critical thinking	● ● ● ●
Written Communication	● ● ● ●
Public Speaking	● ● ● ●
Cold Calling	● ● ● ●
Leadership	● ● ● ●
Motivational Speaking	● ● ● ●
Sales	● ● ● ●
Customer Relationship Management (CRM)	● ● ● ●
Business Analysis	● ● ● ●

## LANGUAGES

English	● ● ● ●
Hindi	● ● ● ●
Gujarati	● ● ● ●
Bengali	● ● ● ●

## WORK EXPERIENCE

### City growth Manager

#### Zomato O2- New Launch

Ahmedabad

Oct 2021 – Present

As a City Growth Manager, I have apply my relationship management and sales skills to launch and drive Zomato in lesser-known towns and cities across India.

Worked with the state growth manager and supported them with end to end city business and P&L

- Target assigning, target formulation, allocation of leads and tracking the performance of each team member along with ensuring the efficiency of their work.
  - Provided effective leadership to the team to ensure all SM meet and exceed sales target provided to them by actively mentoring and guiding them.
  - Maintained strong relationships with key accounts/clients in the area by planning regular visits and interactions
  - Actively up-sold each business opportunity to maximize revenue opportunity.
  - Tracking and optimization of client ROI within portfolio by suggesting improvements in campaign creatives and communication.
  - Effectively managed inventory in different clusters to maximize yield, revenue, utilization and penetration.
  - Planned and executed regular training sessions to fill existing gaps and up-skill the team
  - Handling Key Accounts (Top order volume contributors) - Maintaining and developing good relationship with the top order volume clients.
  - Team Management - Leading a team of account managers and driving new acquisitions/onboarding new clients, driving Banner sales, Branding/Marketing products (ATL, BTL, etc.)
  - Product & Project Management - Online Ordering, ADs/Banners, Branding & Packaging materials, Zomato Kitchens.
  - Relationship and Client Management - Handling the major escalations of Account Managers which cannot be sorted at AM level driving team to work towards a positive goal and create a delightful client experience.
  - Strategy and Target Formulation - Based on different products, forming the acquisition and growth plan for the city keeping an eye on the levers of user metrics, competitor analysis and overall market scenario. Also, planning and assigning MOM acquisition targets for sales and account managers.
- Work with central and logistic teams to ensure restaurant partners and end customers have the best possible experience



## DSM

### Olx Autos

Ahmedabad

May 2021 – Oct 2021

Helping the brand to get penetrated in multiple bussiness (Classified, Transection, Franchise and Insurance etc)

Tracked and analyzed key quantitative metrics and business trends relating to clients and partners.

Established new accounts and serviced existing accounts maintaining professional relationships

Tracked monthly sales to generate reports for business development planning.

Analyzed competitors' successes and failures, evaluating impact on market.

Developed sales plans, goals, strategies, and objectives to achieve team goals and revenue objectives.

### Sales Executive

#### Assurecare Healthtec LLP

Ahmedabad

Aug 2020 – Apr 2021

Worked and collaborated with team members to efficiently complete projects and tasks. Worked with various teams and coordinated on different projects.

### Bussiness Development Executive

#### Shoutnhike

Ahmedabad

Jun 2019 – Jul 2020

Plan & oversee business development efforts and responsible for the overall P & L for the Company.

- Hunting for new business scope and expansion simultaneously solving major customer issues through effective communication with internal team and major stakeholders

- Leading sales and driving growth in the assigned cluster and city collectively

- Identifying & pursuing different business strategies to generate new company revenue and improve bottom line profit

## EDUCATION

### Chemical engineering

#### Bachelor of Engineering

Pandit Deendayal Petroleum University

Gandhinagar

Jun 2015 – Jul 2019

Enter Details About Your Education Here

## CERTIFICATIONS

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Data Analytics for bussiness professional

Linkedin

Nov 2022 – Nov 2022

Agile Requirement

Linkedin

Nov 2022 – Nov 2022

## ACHIEVEMENTS

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The Growth Hackers - AMJ & JAS Highest Order Volume Growth

## HOBBIES

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Playing badminton, Traveling & Book reading

## DECLARATION

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I do hereby declare that all the details mentioned above are accurate to the best of my familiarity and confidence.

Anurag Singh

25 Feb 2023