

ANIRUDDHA ARVIND DANI

e-mail: aniruddhadani@gmail.com

Contact Number: +91 9773977185

SUMMARY

A Management professional working in a E-commerce industry with total experience of 5 and half years in Team handling, Account Management & Business Development.

CORE COMPETENCIES

Key Account Management	Relationship Building & Networking	Business Negotiations
Hard Working	Team Management	Revenue Expansion
Result Driven & Diligent	Business Development	Persuasiveness

EMPLOYMENT DETAILS

Reliance Retail Ltd

May'22 – Present

City Manager – Offline Marketing

Key Responsibilities

- Create and manage deployment of offline Marketing Campaigns
- Identify new channels to acquire customers in city
- Analyse campaign ROI, ensure acquisition at optimal cost
- Identifying key brand issues, opportunities in city and lead customising marketing plan for the city
- Monitor and execute on ground activation
- Work with Agencies to recruit / train / deploy promoters
- Ensure proper deployment of promoters to achieve acquisition targets
- Work with branding team to create necessary marketing collaterals for BTL activities
- Monitor competition on various aspects such as new offering, pricing, consumer offer, ATL & BTL activities.
- Develop a database of suppliers and promotional agencies, manage existing supplier relationships
- Working with suppliers on project deliveries including their line up, cost negotiation, onboarding to execute campaigns as per plan
- Manage and oversee a team of managers and planning monthly marketing budget.

Phonepe Private Limited

Mar'20 – May'22

Cluster Manager

Key Responsibilities:

- Strong focus on various marketing campaigns to increase the revenue of the organization.
- Design marketing campaigns for various retailers to increase brand visibility and awareness.
- Scheduling campaigns according to the needs of brands.
- Focus on business development across industries to grow contribution in P&L
- Identifying key market segment and partners and drive long term partnerships.
- Define & own revenue targets and grow the portfolio on an ongoing basis.
- Create customer-oriented offerings basis an in-depth understanding of market trends.
- Establishing the sales strategy and funnel for the industry, executing campaigns & growing the accounts
- Collaborate across internal teams including product, analytics, operations, finance, legal, etc.
- Ensuring effective deployments, training and farming of merchants acquired

Achievements

- One of the Highest productive team when it comes to acquisition in the region.
- Was awarded as the best team for 2 consecutive months at regional level.
- Was top performing CM in the region in the revenue product – Scratch Card

OYO Hotels and Homes (Oravel Stays Private Limited)

May'17 – Mar'20

Area Supply Manager

Sep'19 – Mar'20

Key Responsibilities:

- Identify new channels to acquire new properties in city.
- Identifying key brand issues, opportunities in city and lead customising marketing plan for the city to acquire new hotels and to increase their revenue.
- Ability to take and drive decisions across offline demand, Supply, Cx with the right balance.
- Leadership, problem solving, communication skills to lead and manage a team of 7-8 people.
- Data focused decision making, good with setting up MIS/review processes, ability to use analytics for nuanced decision making.
- Negotiation and deal closing abilities.
- Need to travel on ground and generate leads for long stay residential leasing.
- Cross-functional approach through coordination with multiple teams across organization.
- Responsible for end-to-end business development of the assigned area; includes planning and building short-term and long-term supply.
- Creating a balance in inventory growth and demand to ensure optimization.
- Proposes potential business deals by contacting potential partners, discovering, and exploring opportunities.
- Leading team of 10 members

Achievements:

- Got a double promotion in OYO in the span of 2years 8 months
 - First promotion was from BDM to MMCEO
 - Second promotion was from MMCEO to Area Supply Manager
- Was awarded as Top BDM for 4 times in OYO

Micro Market CEO

Feb'19 – Sep'19

Key Responsibilities:

- Formed and Lead a team of 10 members from scratch to drive sales
- Owning & Driving monthly sales targets to generate a sustainable business inflow month on month
- Understand & Acquire new clients and grow the business through presales to post sales servicing.
- Farming of existing clientele business through relationship building and cross selling

Business Development Manager

May'17 – Feb'19

Key Responsibilities:

- Responsible for P&L driven decisions
- Identifying and finalizing new properties, and for maintaining relationship with all stakeholders to run these properties profitably
- Responsible for end-to-end business development; planning and building short-term and long-term supply
- Cross-functional approach through coordination with multiple teams in inter and Intra geographies

Little Internet Private Limited**June'15 – Apr'17****Assistant Manager – Client Acquisition and Business Development***Little Internet Private Limited a part of ZOVI.com is a O2O Business Platform which caters to multiple verticals***Key Responsibilities:**

- Identifying Market Dynamics & developing business solutions for B2C service industry players.
- Performing End to End merchant acquisition and client relations activities.
- Strong focus on various marketing campaigns to increase the awareness and growth of brand.
- Create customer-oriented offerings based on an in-depth understanding of market trends.
- Establishing the sales strategy and funnel for the industry, executing campaigns & growing the accounts
- Understanding market requirement, drafting proposals, client pitch, platform demonstrations, designing offers, onboarding process, planning & executing marketing projects, Tracking performance / Growth.
- Responsible for strategic tie-ups with the prospective business partners
- Achieve supply targets along with continuous growth in portfolio
- Work closely with City Head on competition analysis, strategy & planning

MarketsandMarkets – Research and Consulting**Feb '14 – May'15****Pre Sales and Business Development****Key Responsibilities:**

- Carrying market research and analyzing market trends, product specifications, competition offerings with respect to different demographics.
- Mapping the business units of prospective client's by studying their product portfolios and service offerings. Also tracking current news, trends and developments of prospective clients and managed accounts. Positioning our service offerings based on the client's business strategy & new development plans
- Responsible for building relationships with Fortune 1000 companies to gauge their market research and business intelligence requirements
- Driving the end to end sales cycle - account mapping, account farming, upselling and cross selling, client servicing and gathering client feedback
- Preparation of Proposals covering scope of work, terms of agreements, and quoting payments. Making rigorous follow-ups to ensure successful conversion of a proposal into contract with the help of Senior Management
- Work along with the Senior Management team to identify new business opportunities to expand business with existing clients
- Designing and implementing marketing campaigns to penetrate accounts (cold calling, e-mails, webinars, others)
- Respond independently to all enquiries and then follow up for converting it

Hindustan Petroleum Corporation Limited (HPCL)**2 Months****Intern***HPCL is a Government of India Enterprise with a Navratna Status, and a Forbes 2000 and Global Fortune 500 company. It is an Indian state-owned oil and natural gas company***EDUCATION**

2012-2014 MMS Full Time (Marketing) from Alkesh Dinesh Mody Institute, University Dept. of Mumbai

2009-2012 B.Sc (ECsM) from Shivaji Science College, Nagpur

Computer Knowledge: Proficient at Excel, Power Point and Word

PERSONAL DETAILS

Date of Birth : 27/12/1991

Permanent Address : 71, Chattrapati Nagar, Wardha Road, Nagpur- 440015

Languages : English, Hindi and Marathi

About Myself : A sportsman with an interest in playing Cricket & Softball. A person who loves to travel and explore new places and be around friends and his team.