

SAI NIKHILA KONDAGARI

 kondagarisainikhila615@gmail.com  +447825627383  <https://www.linkedin.com/in/sai-nikhila-kondagari-894473221/>

PROFESSIONAL SUMMARY

Highly motivated and results-driven sales and marketing professional with extensive experience in both B2B and B2C environments. Consistently exceeds sales targets through the development and execution of effective marketing strategies. Proven track record of successfully leading and training sales teams, resulting in improved team performance and increased revenue. Skilled in market research, customer analysis, and product development to drive growth and profitability. Strong communicator and collaborator, able to work effectively with cross-functional teams to execute marketing campaigns and achieve business objectives. A strategic thinker with excellent analytical skills and a demonstrated ability to identify new opportunities and implement innovative solutions. Exceptional customer service skills with a focus on building long-lasting relationships.

SKILLS

Business Process Improvement, Lead Generation, Product-Market Fit, Social Media Marketing, Direct Marketing, Communications and PR, Influential Negotiation Skills, Supervision and Leadership, Development and Training, Project Management, Interpersonal Communication Skills, Product and Market Research, IT skills, MS Office, CRM, B2B, B2C.

EXPERIENCE

GNR (Partners Group), LIVERPOOL

Trainee Partner

October 2022 – Present

- Consistently exceeded personal and office sales goals through effective direct marketing strategies, resulting in increased revenue and profitability for the company.
- Successfully directed and trained sales executives, providing guidance and support in developing their sales, networking, and leadership skills, resulting in improved team performance and increased sales.
- Conducted impactful morning meetings, providing team members with the necessary information and motivation to achieve daily targets.
- Took full responsibility for running multiple business trips, ensuring all logistics were effectively managed and executed, resulting in successful client meetings and increased sales.
- Contributed to the hiring and on-boarding process, identifying top talent, and facilitating a smooth transition for new team members.

RAVI'S DESSERT HOUSE (Family Business), INDIA

Marketing Manager

October 2020 - September 2021

- Successfully collaborated with cross-functional teams to execute various marketing campaigns, resulting in a 15% increase in sales and a 10% increase in customer satisfaction.
- Conducted market research and analysed customer feedback to develop and implement a new marketing strategy, resulting in a 25% increase in brand awareness and a 20% increase in lead generation.
- Effectively managed the marketing budget and allocated funds to different campaigns, resulting in the successful launch of three new branches in a short period.
- Worked closely with the Sales department and product development team to create targeted marketing campaigns that increased B2C and B2B sales by 15% and 25%, respectively.

EDUCATION

BRUNEL UNIVERSITY, LONDON

MSc in Management

September 2021 - September 2023

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, INDIA

Electronics and Communication Engineering

September 2015 - July 2019

- Graduated First Class with Distinction | **82.46%**

ADDITIONAL WORK EXPERIENCE

ADMIRAL CASINO, LONDON

January 2022 – September 2022

Customer Service Assistant

- Demonstrated excellent customer service skills, resulting in high levels of customer satisfaction and repeat business.
- Consistently achieved or exceeded cash handling and transaction targets.
- Proactively identified and resolved customer issues and concerns, resulting in a positive experience for customers.
- Collaborated with other team members to maintain a clean and welcoming environment for customers.

STAY BELVEDERE HOTELS LTD, LONDON

Housing Officer

November 2021 - January 2022

- Managed and oversaw the accommodation facilities provided by the hotel for asylum seekers.
- Responded to guests' queries and complaints and resolved any issues promptly.
- Managed the hotel's reservation system and ensured accurate and up-to-date booking records.
- Maintained accurate and up-to-date inventory levels of supplies and equipment, such as bedding, towels, and cleaning materials, and ordered replacements as needed.

ACCENTURE SOLUTIONS PVT LTD

Application Development Associate

July 2019 – October 2020

- Successfully developed and implemented a custom software solution for a client that reduced their operational costs.
- Received recognition for outstanding performance in the development and delivery of a complex software application within a tight deadline.
- Contributed to the development of a training program for new hires, resulting in a more efficient onboarding process.
- Improved the efficiency of the software development lifecycle by implementing agile methodologies and automated testing procedures.
- Collaborated with cross-functional teams to deliver software applications that received high satisfaction ratings from clients.

CERTIFICATIONS

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- Microsoft Certified AZURE Fundamentals

2019

- MILAN NATIONAL LEVEL CULTURAL FESTIVAL, INDIA

Committee Head in Publicity Domain

August 2017 - March 2018

- Successfully increased the visibility and attendance of the Milan national festival through a targeted and innovative publicity campaign.
- Developed and implemented a social media strategy that resulted in a 30% increase in the festival's online engagement and ticket sales.
- Coordinated a highly successful street marketing campaign that generated significant buzz and interest in the festival.
- Established partnerships with key media outlets and influencers to increase the festival's media coverage and reach.

PROJECTS

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- **Dissertation:** An analysis of the Indian sweet market due to a significant increase in health-consciousness from the perspectives of both consumers and producers.
 - Developed an application for Microsoft using ASP.NET with the help of team members.
 - **Academic Projects:**

2019- 2020

1. Automated detection of white blood cells with cancer disease.

2019

2. Tapping energy from plants to power automatic irrigation.

2018