

TEJA VEERAMACHANENI

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PROFESSIONAL SUMMARY

Strategic and data-driven MBA professional with proven success in business strategy, technology alignment, and financial reporting. Experienced in cross-functional collaboration, strategic planning, and stakeholder engagement to drive innovation, optimize costs, and support IT and business integration goals.

SKILLS

Data & Analytics: Excel (Power Query, Pivot table, Xlookup, Macros, Solver), Power BI, Tableau, R Studio, Python, SAS, SQL

Software & Cloud Proficiency: Microsoft Office (Word, Powerpoint), JavaScript, JDE, FMW, NetSuite, SAP, Oracle, Saas, Jira, Visio, ChatGPT, Confluence, Hyperion, people soft, AI, Adobe, Cognos, IBM ICM, Outlook

Marketing & Strategy: Google Ads, Market Research, Campaign Management, Salesforce, HubSpot, ROI Analysis, Pricing Strategy, SDR, Value Proposition, SEO, Product Mix, KPI, Competitive analysis, CRM, GTM, multi-channel, email, digital

Business & Finance: Financial Modeling, Financial Valuation, SOX, Financial analysis, Forecasting, Budgeting, RPA, Ad-Hoc Report, DCF/NPV/IRR, Change Management, process improvement, FP&A, GAAP, P&L, Risk Management, AI/ML, FCCS, IFRS 17, confidentiality, Compliance, Quantitative, Relationship Management, M&A analysis, Business Case Development, Varaince Analysis, Automation, Presentation to C-Suite

Soft Skills: interpersonal skills, integrity, organizational skills, Collaborative, Negotiation, Team oriented, flexible, Critical thinking, Adaptability, leadership, Presentation Skills, decision-making, Results-oriented, accountability, Communication, fast-paced, innovative, problem-solving, Attention to Detail, Multitasking, time management

EDUCATION

McMaster University

MBA, Business Analytics and Marketing

September 2023 - April 2025

GPA: 3.8

- Dean's Honor list Recipient - 2025
- Finance, Accounting, Strategy, Operations, Data mining, Data Transformation, Prescriptive and Predictive Modelling, Digital Marketing, Marketing Analytics, Innovation and New Products and Corporate Finance

Osmania University

Bachelor's, Economics

August 2016 - May 2019

GPA: 4

- Grade: O - Outstanding Distinction
- Focus : Policy Development, Micro & Macro Economics, Econometrics, Managerial Economics, Public Administration

CERTIFICATIONS & TEST SCORES

Google Data Analytics Professional Certificate - Google

July, 2025

Google Project Management Professional - Google

Oct,2025

International English Language Testing System, General Training - Overall Band 8

May, 2025

GMAT - 760 (99th Percentile)

June, 2021

PROFESSIONAL EXPERIENCE

ICICI Prudential Life Insurance

Senior Financial Services Manager - Analytics & Strategy

Hyderabad, TG, India

July 2022 - August 2023

- Served as the field interface for ICICI Bank's strategy, product, and marketing teams, providing data-driven insights from client interactions to support policy design optimization and drive regional go-to-market and business growth
- Increased penetration from 30% to 78% in one quarter by analyzing region-wise customer acquisition and revenue trends, enabling strategic reallocation of the sales force to target untapped segments
- Built Excel-based simulation and process models using Power Query, pivot tables, and Solver to optimize claims workflows and risk assessment, increasing operational efficiency by 20%
- Synthesized insights from 500+ customer conversations to shape competitive positioning and identify emerging financial needs in Tier 2 markets
- Conducted market and competitor analysis to assess pricing, program design, and segment opportunities; translated intelligence into strategic recommendations and executive presentations
- Developed interactive Power BI dashboards to visualize lead conversion, advisor performance, and product-wise sales trends, enabling data-driven decisions and improving regional target planning accuracy by 30%
- Queried customer and lead data using SQL and conducted cohort analysis in R to identify drop-off patterns and high-value segments, leading to a 22% improvement in cross-sell targeting strategy

- Led performance analysis and upskilling efforts for 12 advisors, resulting in a 30% increase in revenue from cross-sold products and stronger conversion across the sales funnel
- Applied regression and chi-square analysis to evaluate customer churn, lifetime value, and satisfaction drivers, uncovering key insights that enhanced targeting, improved renewal strategies, and boosted marketing ROI by 15%

InsertV Consulting Services

Business Development Executive - Strategy, Fintech

Hyderabad, TG, India

June 2019 - June 2022

- Generated 200+ qualified B2B leads for Financial advisory and tech solutions, resulting in a 40% increase in conversion rates through targeted client profiling and segmentation
- Expanded B2B partnerships by 25%, securing long-term consulting contracts with key industry players, contributing to business development and revenue growth.
- Launched targeted acquisition campaigns via Digital outreach, partnership webinars, and regional fintech expos, yielding a 25% increase in enterprise pipeline volume within six months
- Led end-to-end Insurance sales pipeline management for consulting deals, improving client engagement and reducing policy cycle time by 30% through operational efficiencies and tailored solutions
- Used CRM analytics to measure client lifecycle stages, segment retention patterns, and optimize engagement strategies using KPI dashboards.
- Created a customer segmentation model using Excel Solver and R to identify top-tier B2B prospects, which drove targeted outreach and improved lead-to-deal ratio by 35%
- Leveraged Google Analytics to optimize digital outreach for insurance products, reducing bounce rate by 25% and improving lead-to-policy conversion through targeted landing page adjustments
- Managed end-to-end acquisition marketing campaigns, coordinating go-to-market plans, timelines, and execution across creative, media, legal, and compliance teams
- Collaborated with cross-functional teams during ERP implementation to map current and future state claims processes, applying Lean Six Sigma techniques to identify inefficiencies, propose creative solutions, and implement sustainable changes

PROJECTS & OUTSIDE EXPERIENCE

Sustainable Market Entry Strategy – U.S. Expansion Plan for Packnatur

MBA Strategy Consultant

Hamilton, ON, Canada

January 2025 - April 2025

- Developed a U.S market entry strategy for Packnatur, an Austrian sustainable packaging company, as part of a Strategic Management capstone
- Created a phased expansion plan including ESG-aligned pilot programs, third-party manufacturing partnerships, and stakeholders engagement
- Developed a full business models and go-to-market strategy supported by financial modeling, scenario analysis, and strategic alignment with U.S. regulatory trends.

Customer Insights & Brand Strategy Research – Allure Fitness

MBA Research Consultant

Hamilton, ON, Canada

August 2024 - December 2024

- Led a marketing research initiative for Allure Fitness to analyze brand perception and customer engagement drivers
- Collected and analyzed primary data (N=130) using statistical software (e.g., R, SPSS) and modeling techniques (Chi-square, ANOVA), demonstrating strong statistics acumen and attention to detail.
- Delivered a data-backed research report and executive-level presentation, effectively showcasing verbal and written communication skills while providing strategic recommendations for business planning

Digital Advertising Campaign for Strom Futures

MBA Marketing Consultant

Hamilton, ON, Canada

January 2024 - April 2024

- Planned and executed a data-driven digital advertising campaign for Strom Futures, a B2B carbon offsetting consultancy
- Leveraged Google Ads and LinkedIn Campaign Manager to reach decision-makers in emissions-intensive sectors across Alberta, Ontario, and Houston
- Defined key performance indicators (KPIs) and optimized \$1,500 cross-platform ad spend, and generated qualified leads
- Utilized Google Cloud Platform (GCP) for ad analytics processing and campaign performance visualization.

Appyficiency – Strategic ERP Expansion into the Education Sector

Capstone Project Lead

Hamilton, ON, Canada

September 2023 - December 2023

- Led market research and product positioning for ERP expansion into higher education, producing an actionable go-to-market strategy that was adopted by the client's executive team
- Designed an AI-integrated ERP solution featuring chatbots, TTS/STT tools, and an admissions engine, with clearly defined technical and functional specs for higher education institutions
- Final recommendation supported by SWOT analysis, decision matrix, and financial cost-benefit modeling.