

# Debanjali Das

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Education	Profile
<b>MBA</b> <b>MDI, Gurgaon</b> (2012-2014) <b>B.Tech</b> <b>WBUT, Kolkata</b> (2007-2011)	Result-oriented enterprise account management and customer success professional with 7+ years of experience in SaaS and B2B sales. Proven track record of increasing customer retention by 30% and boosting revenue by 23% through upselling and cross-selling strategies. Skilled at building long-term relationships delivering customized solutions to meet client goals. Seeking a challenging role with a reputed organization dedicated to quality, innovation & continuous learning
Management Skills	Professional Experience
Relationship Management Problem Solving Business Development Client Communication Conflict Resolution Pre-sales Post sales	<b>Verticurl (WPP) - <i>Senior Customer Success, US</i></b> <i>Jul'20-Dec'23</i> <ul style="list-style-type: none"><li>Managed portfolio of accounts contributing US\$ 1.5MN.+ towards ARR</li><li>Achieved 100% customer retention rate, reduced churn rate to 0%</li><li>Led QBRs with executive stakeholders ensuring alignment on goals, KPIs resulting in 25% improvement in overall client satisfaction</li><li>Identified upsell opportunities, leading to a \$350K increase in annual revenue</li><li>Improved the overall account health score of 4 accounts by 30%</li><li>Designed &amp; implemented onboarding processes that reduced TTV by 35%</li><li>Mentored a team of 3 CSEs to improve KPIs including NPS and CSAT</li></ul> <b>Mobilewalla - <i>Account Manager, APAC</i></b> <i>Dec'17-May'19</i> <ul style="list-style-type: none"><li>Managed retail &amp; subscription accounts with US\$ 800K+ in annual revenues</li><li>Increased average revenue per client by 15% through cross-selling</li><li>Established Japan as one of the key revenue sources in the APAC region</li><li>Led contract renewals &amp; negotiations, securing over US\$300K</li><li>Collaborated with product and marketing teams to drive solution sales</li></ul> <b>Glocal Healthcare - <i>Asst. Manager, Branding &amp; Comm.</i></b> <i>Nov'15-Sep'16</i> <ul style="list-style-type: none"><li>Managed digital marketing channels for Glocal's helloLyf - digitally interactive retail ecommerce platform for virtual medical consultation</li><li>Boosted conversion by 14% via strategic online sales campaigns</li><li>Improved product performance by analyzing feedback in the beta version</li><li>Collaborated with the product, sales, and creative teams to ensure cohesive messaging and brand alignment across all channels</li></ul> <b>Berger Paints - <i>Intern</i></b> <i>Apr'13-Jun'13</i> <ul style="list-style-type: none"><li>Worked with marketing to create content &amp; develop communication channels</li><li>Initiated digital presence of Berger Paints from employer branding perspective</li></ul> <b>Cognizant Technology Solutions - <i>Programmer Analyst</i></b> <i>Oct'11-Jul'12</i> <ul style="list-style-type: none"><li>Conducted end to end functional testing resulting in 24% decrease of tickets</li><li>Handled solution delivery operations across all phases of STLC</li></ul> <b>Volunteer work</b> <ul style="list-style-type: none"><li>Executed end to end marketing campaigns on social media for a digital marketing agency <i>May'17-Nov'17</i></li><li>Created regular content for website &amp; flyers for a print media <i>Nov'16-Apr'17</i></li></ul>
Technical Skillset	
<b>Project Mgmt. Tools</b> (Jira, WorkFront, Wrike, Phabricator) <b>CRM Platforms</b> (Salesforce, Zoho) <b>Customer Success</b> (Gainsight) <b>Data Analytics</b> (Tableau, Excel) <b>Marketing Analytics</b> (Google Analytics, Meta Analytics, LinkedIn) <b>Email Marketing / Martech Platforms</b> (Eloqua, Marketo, SFMC) <b>Programmatic Advertising / Adtech</b> (SSP, DSP, DMP)	