

# Monidip Bag

## Associate Manager - Accenture

A result-oriented PMP certified professional with a strong background in functional and industrial analytics, targeting challenging roles in Project Management, Strategy, Consulting, and Marketing. Committed to leveraging expertise in consulting, change management, and process improvement to drive organizational success.



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Location Preferences: Bengaluru

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### PROFILE SUMMARY

- ❖ **Performance-driven** professional with **nearly 8 years of experience** in functional and industrial analytics, focusing on **project management, market research, consulting, sales and marketing analytics** across diverse industries
- ❖ Working as an **Associate Manager** at Accenture, leading a team to achieve **marketing transformation** for a US client; measuring **end-to-end marketing effectiveness** and providing strategic consulting services in Hi-Tech
- ❖ Showcased **expertise in data analytics and interpretation**, domain knowledge, **change management**, contributing to the successful execution of projects
- ❖ Served as a project manager and successfully **led teams of 10+ members** in **Digital Transformation** and **Marketing Analytics**, driving end-to-end transformations for the clients
- ❖ As a Project Manager, facilitated **end-to-end transformations for the client**, tasks included gathering requirements, **managing stakeholders, communicating status updates, risks, project planning**, renewal proposal presentations, cost estimation for new projects, **defining work breakdown structure and key milestones, updating Statement of Work (SOWs) with effort estimates and cost estimates for new projects, raising change requests in case of change in requirements**, sharing invoice with the Finance team of the organization
- ❖ Proficient in utilizing analytics tools such as **Google Analytics, HubSpot, Buzzsprout, Hotjar, Salesforce**
- ❖ Experienced in **developing GTM strategies, implementing AI** for customer support/ customer experience solutions, Quote-to-cash, and driving **digital transformation projects**
- ❖ **Achieved an increase in marketing campaign performance** and revenue attribution in the current role by implementing a comprehensive end-to-end marketing effectiveness measurement solution
- ❖ Proficient in creating **Sales Proposals** ; adept at creating responses to RFPs and RFIs, adept at **conflict management and collaboration**, focusing on aligning teams and resolving conflicts to drive results, and showcasing **exceptional leadership capabilities**



### CORE COMPETENCIES



PMP Certified Professional  
Domain Knowledge and Expertise  
Change Management Strategies  
Project Management and Consulting  
Go-to-Market Strategy Development  
Digital Transformation Initiatives  
Digital Marketing Analytics  
Process Improvement Methodologies  
Cross-functional Team Leadership  
Market Research and Competitor Analysis



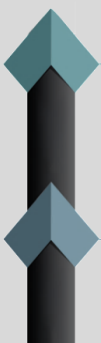
### EDUCATION

- ❖ MBA in Marketing from Institute of Management Technology, Ghaziabad in 2020
- ❖ B.Tech. in Electronics & Communication from SRM University, Chennai in 2014



### CAREER TIMELINE

Since  
2022



**Functional &  
Industry Analytics  
Associate Manager**

2020-  
2022

**Functional &  
Industry Analytics  
Consultant**



## WORK EXPERIENCE

**Accenture Solutions Private Ltd. | Functional & Industry Analytics Associate Manager | Since Aug'20 | Bengaluru**

**Growth Path:** Functional & Industry Analytics Consultant → Functional & Industry Analytics Associate Manager

Drove significant improvements in marketing effectiveness, customer satisfaction, and operational efficiency through data-driven strategies, cross-functional collaboration, and innovative solutions.

### Key Result Areas:

- ❖ Defining and proposing relevant Business KPIs and metrics for campaign performance and revenue attribution
- ❖ Collaborating with stakeholders to align measurement goals
- ❖ Developed a comprehensive dashboard/ report for Marketing Effectiveness, encompassing various aspects like Sales Pipeline, Marketing Influenced Sales, Pipeline Health, Digital Analytics, Target Attainment, Account Based Marketing, Campaign Performance, and Marketing ROI
- ❖ Leading project planning, including scoping, objectives, timelines, cost estimation, resource management, renewals, and roadmaps
- ❖ Creating a Go-to-Market (GTM) strategy for AI for Customer Support/ Customer Experience Solutions
- ❖ Developing solution architecture and consumption layer for effective implementation
- ❖ Engaging in AI discovery sessions, process re-imagination, and solution design to enhance with process improvement
- ❖ Analyzing traffic and content effectiveness on the BRIDGEi2i website using tools like Google Analytics, HubSpot, Buzzsprout, and Hotjar
- ❖ Presenting data-driven insights and recommendations to BRIDGEi2i's CEO
- ❖ Coordinating with the CTO to formulate a strategy to transform BRIDGEi2i into a tech-focused brand from its analytics-oriented identity as well as researching and proposing new brand positioning, driving campus interactions to establish the tech-focused image and leading to employer branding
- ❖ Driving digital transformation initiatives, enhancing operational efficiency and decision-making



## NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

- ❖ Successfully aligned measurement goals with **20+ cross-functional stakeholders**, resulting in an increase in data consistency and accuracy
- ❖ Developed an integrated dashboard/report covering performance dimensions, **leading to a 90% reduction in reporting time** and increased executive visibility and **100 executives have started utilizing the same**
- ❖ Participated in AI discovery sessions and solution design, this led to an **improved operational efficiency and process improvement**
- ❖ Presented **data-driven insights to the CEO**, influencing strategic decisions that contributed to an increase in overall company revenue
- ❖ Collaborated with **the CTO to rebrand the company** as a tech-focused organization as a part of **employer branding**, leading to improvement in brand perception and market positioning
- ❖ Played a **key role in driving digital transformation initiatives**, resulting in increased operational efficiency and improved decision-making
- ❖ **Led digital transformation efforts**, resulting in reduction in operational inefficiencies and an increase in data-driven decision-making accuracy



## PREVIOUS EXPERIENCE

**Tata Consultancy Services (TCS) | Systems Engineer | Sep'14 – Jun'18 | Bengaluru**



## PERSONAL DETAILS

**Date of Birth:** 10<sup>th</sup> October, 1990

**Languages Known:** English, Hindi & Bengali

**Address:** Bengaluru, Karnataka