

# Rucha Deshpande

Market Research | Strategy | Product Management | SEO | Data Analytics & Visualization

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## WORK EXPERIENCE

### Senior Analyst, The Smart Cube, Noida

Jan'17 – Present

- **Spend analysis:** Executed projects such as indirect spend visibility study, savings opportunity assessment, pricing analysis, payment term analysis, contract/PO review, supplier consolidation
  - Provided the client with one-stop solution for gauging spend visibility across different categories, countries, cities, subsidiary, and business units by creating multiple interactive tableau dashboards basis multi-channel data sources
  - Consolidated & performed exploratory pareto analysis to identify volume aggregation opportunities by looking at detailed PO spend. Identified potential savings of \$1.3 million on marketing category by optimising the expense categorisation
  - Conducted purchase price variance analysis for multiple vendors, to identify potential savings worth \$1 million
- **Category RFX analysis:** Executed RFX projects end-to-end (involving supplier identification and RFX consolidation/analysis) for HR, IT software, Logistics and other sectors

### Product Strategy & Marketing, AmbitionBox.com, Mumbai

Jan'15 – Oct'16

- Implemented white hat SEO strategies, thereby **increasing monthly organic traffic by 60%** (1Lakh users/month)
- Devised growth hacks to scale the supply of interview questions from **1.5k to 50k (33X)** in 8 months
- Launched new product features; improved website user experience, conversions and responsible for content quality

### Research Associate, Third Bridge Group Limited, Mumbai

Promoted to **Research Associate**

Sept'16 – Dec'16

- Acted as a thought partner for clients to understand their interests and executing research requests across sectors
- Worked on making strategic plans for the team on account penetration, achieving monthly targets, cross-selling products

Promoted to **Research Analyst 2**

April'16 – Aug'16

- Entrusted to lead a team of 4 research analysts in developing and managing key clients
- Increased the revenue generated per client by 30% in 4 months by creating new protocols and allocating resources efficiently
- Spearheaded, monitored & built relationships with new clients (majorly global management consulting firms)

Joined as **Research Analyst 1**

Aug'15 – March'16

- Enabled decision making for clients by identifying patterns across various sectors through primary research

## ACHIEVEMENTS

- The Smart Cube: Received 'Kudos' medal thrice over 2 year duration for project execution 2017 - 2019
- Third Bridge: Attained the highest rating of '**Level 3 - Exceeding expectations**' for delivering targets consecutively Aug'16
- MBA: Among the **top 5 academically** performing students with a **CGPA of 3.28/4** in the whole batch 2013 - 2015
- One of the 150 delegates selected across the world for a case study discussion titled 'Asian ascendancy: Media in the age of globalization' at Harvard Projects for Asian and International Relations - Conference, Taipei Aug'12

## INTERNSHIPS

### Marketing, Sweat Equity Partners

April'14 – June'14

- Developed a **go-to marketing strategy** based on secondary research that involved competitive analysis and porters five force analysis

## SKILLS

Secondary Research, Primary Research, Consumer Research, Marketing Strategy, Competitive Analysis, Content Management, Tableau, MS Excel, SEO, Product Management, Account Management, SQL, VBA

## EXTRA-CURRICULAR ACTIVITIES

**Core Member**, Public Relations Committee & Melange (Cultural Festival), and Treasurer

K.J. Somaiya Institute of Management Studies and Research

2013 - 2015

**Performed and won** several solo and group dance competitions at school, college and district level

2005 - 2015

## EDUCATION

Program	Institution	Year
PGDM: Marketing Communication	K.J. Somaiya Institute of Management Research, Mumbai	2013 - 2015
BE : Electronics & Telecommunications	Jawaharlal Nehru Engineering College, Aurangabad	2008 - 2012
Class XII, HSC	Deogiri College, Aurangabad	2008
Class X, ICSE	Cambridge School, Aurangabad	2006