

## Keerthi Kodavaty

Female, 27 Years

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### Academic Qualifications

Degree / Certificate	Institute/ School, City	Percentage	Year
PGDM (Marketing & Human Resources)	Indian Institute of Management, Indore	65.00%	2010 – 2012
Engineering (Electronics & Communication)	GITAM University, Visakhapatnam	84.00%	2006 – 2010
HSC (Science)	Sri Chaitanya College, Guntur	92.20%	2004 – 2006
SSC	Holy Cross School, Bapatla	88.66%	2004

### Career Synopsis

#### Key Account Manager, IMAX Program in Karnataka

Sep'15 to Jan'16

##### Job Description: Build Key Accounts

- Identify the prospect chain schools and target the profitable ones by conducting market research across Karnataka.
- Understand the client's requirements, analyze to suggest the suitable offering and submit the proposal. Conduct and co-ordinate for region level marketing events/ forums.
- Deal closure by way of best possible negotiations and client engagement through events/forums.

##### Achievement:

- Target of around **100 prospects out of which 30%** of key decision makers are met in almost 3 months.
- Hand over of strong pipeline and sustainable business relationships.

#### Manager – Corporate Solutions Group, ICICI Lombard GIC Ltd in Karnataka

Jan'13 to Sep'15

##### Job Description: Handle Key Relationships

- Understand client's requirements from a risk management/mitigation perspective to suggest suitable product / coverage.
- Conduct market/competitor analysis to strategize deals with an appropriate approach.
- Price negotiations for deal closure at optimum price.
- Facilitate quick processing of clients' service requests with the aid of internal processes.

##### Achievement:

- Received accolade as **star performer** in the entire corporate sales team of Bangalore.
- **Co-ordinator and event manager** for client engagement programs and conclaves that resulted in deeper business associations.
- Recognition from senior management for more than 100% growth in the profitable (Non-Health Insurance) segment for the company.

#### Assistant Manager – Corporate Alliance, Global Talent Track in Pune and Hyderabad

May'12 to Jan'13

##### Job Description: Project Delivery, BI and Analytics Training

- Analyze current market trends and approach the client with suitable strategies.
- Design customized training modules along with the various teams as per the client's requirement.
- Evaluate the training program continuously and devise performance measurement matrix accordingly.
- Suggest and implement improvements in existing CRM and recruitment process implementation.

##### Achievement:

- Managed **100% throughput batch delivery** for the most critical project with an MNC over a period of 3 months.
- Received **Appreciation from the client for quality training** delivery.
- Built a strong pipeline of corporate clientele.
- Developed CXO level relationship and built effective plans that led to continued association.

#### Summer Internship with Husys Consulting in Hyderabad

Apr'11 to May'11

##### Job Description: HR Consulting

- Secondary market research to locate the potential target group of Small & Medium Enterprises. Understand the various HR consulting products and its significance in a business scenario.
- Conduct HR audit in order to understand the corporate and its functioning so as to suggest one or bouquet of suitable HR services
- Submit customized proposals to the clients as per their requirement.
- Follow-up and work towards closure and long-term relationships.

##### Achievement:

- Reached out to the decision makers of **300 SMEs, of which 35 emerged as prospective clients in 2 months.**
- Received appreciation from the Director, Business Operations head of Husys and clients for my people skills

### ACADEMIC PROJECTS

#### IIM, Indore

2010 - 2012

- **Consumer Behaviour – Insights about consumer behaviour**
  - Observed how a typical consumer acts/reacts while shopping at malls, mom & pop store etc
  - Interacted with consumers who encountered a problem with a recently purchased product and analyzed their behaviour
- **HR and Business alignment – At 'Arvind Eye Care'**
  - Employed a framework to measure the efficiency of existing HR-Business alignment.
  - Proposed a plan to implement a few practices to improve the effectiveness
- **Brand Study – Explore possible brand extension opportunities for 'Dettol'**
  - Gauged the performance of the brand on parameters like awareness, image, loyalty etc by conducting primary market research
  - Out of 5 proposed brand extensions, 2 emerged as favourable and potential areas for the brand

#### Extra-circular Involvement

- **Cleared the intra level** round of 'Campus2corporate' competition-2012 conducted by 'The HR club. 2012
- Participated in the Dream Run, Indore Marathon themed around "Run for an Educated India". 2011
- Part of an outbound programme to Himalayas(Mussorie) that nurtured various skills like team building, determination, killers' instinct etc 2011
- Core Team Member, Hospitality Vertical, 'Ahvan'-Annual management fest, IIM Indore. 2010
- Volunteered for '**Pragati'-IIM Indore Social Sensitivity Cell** at IIM Indore. 2010
- Visited a remote village near Indore to gain an understanding of the rural condition and the Govt's response to improve the basic amenities. 2010
- Core Team Member, Hospitality Team, **Kshetragn'10, GITAM.** 2008
- Part of **Rotaract, GITAM** which took up social activities like helping orphanages, old age homes etc. 2007
- Bagged **first prize** in an Elocution competition and National level GK competition in School. 2004
- Honored the positions of House captain, disciplinary minister and the best student for exhibiting excellence in various activities in Holy Cross School. 2003
- Authored an article on 'AIDS' – published in THE HINDU newspaper. 2002

**Hobbies:** Solving puzzles based on logical thinking, Listening to music, Singing, Painting, Playing musical instruments, Home decoration and making a repository of own precious thoughts/opinions. Good at motivating self and others, regarded as a good 'mentor' by my juniors at GITAM.