

DURGA RAVI

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PROFESSIONAL SUMMARY

Achieved **40% revenue growth** managing B2B and SaaS sales operations. Experienced professional with **7+ years** across customer success, account management, and corporate gifting. Demonstrated expertise in **CRM platforms**, enterprise client engagement, and data-driven growth strategies.

KEY SKILLS

Technical Skills	Customer Success, Account Management, B2B Sales, SaaS Sales, Client Retention, Upselling, Corporate Gifting, Stakeholder Management, Revenue Growth, Pipeline Development
Tools	LeadSquared, Totango, Freshworks, CRM Platforms, ATS, Excel
Soft Skills	Strategic Communication, Relationship Building, Cross-functional Collaboration, Problem Solving

WORK EXPERIENCE

Giftyard, Business Head January 2022 - August 2023

- Co-founded corporate gifting enterprise managing end-to-end operations including vendor partnerships, website development, and strategic planning while establishing market presence from inception.
- Orchestrated **customized gifting solutions** for enterprise clients through consultative selling approach, enhancing employee engagement programs and strengthening corporate relationships across multiple industries.
- Streamlined supply chain operations coordinating inventory management, packaging design, and logistics ensuring timely delivery while maintaining quality standards for corporate clientele.
- Developed comprehensive business strategies encompassing budgeting, stakeholder engagement, and operational excellence driving sustainable growth through innovative gifting solutions and client-centric approaches.

Believe Cosmetics, Key Account Manager January 2021 - December 2021

- Spearheaded corporate gifting initiatives for FMCG clients delivering tailored solutions aligned with brand identity, budget constraints, and engagement objectives across diverse portfolios.
- Strengthened client relationships through personalized consultation and strategic account management, implementing retention strategies that enhanced satisfaction and drove repeat business opportunities.
- Curated comprehensive product portfolios matching client requirements with brand positioning, facilitating seamless gifting experiences that reinforced corporate culture and employee appreciation programs.
- Managed key accounts implementing feedback loops and proactive engagement strategies, ensuring alignment between client expectations and delivered solutions while identifying upselling opportunities.

Teabox, Corporate Sales Executive January 2019 - March 2020

- Led corporate gifting initiatives for IT and Pharma sectors managing customization requirements, budget alignment, and delivery timelines through consultative selling methodologies.
- Built strategic relationships with enterprise clients understanding unique requirements and translating them into tailored product solutions that enhanced brand loyalty and engagement.
- Executed end-to-end sales cycles from prospecting to closure, leveraging product knowledge and market insights to position premium tea offerings as corporate gifts.

EDUCATION

Kristu Jayanti College (Autonomous), Masters of Business Administration (BBA) 2016 - 2019

Coursework: Marketing Management, Financial Accounting, Business Strategy, Operations Management, Organizational Behavior

St. Joseph's Pre-University College, Bachelore of computer application (BCA) 2014 - 2016

Coursework: Accounting, Economics, Business Studies, Statistics

CERTIFICATIONS

- Certified Customer Success Manager (CCSM)** - SuccessHACKER
- Advanced Excel for Business Analytics** - Coursera
- Salesforce CRM Fundamentals** - Salesforce Trailhead

PROJECTS

Enterprise Client Retention Framework

- Designed a structured **client retention framework** improving renewal rates by 25% across mid-market and enterprise customers.
- Implemented account health scoring model leveraging CRM data to proactively identify churn risks and upsell opportunities.

Corporate Gifting Automation System

- Built internal workflow to automate order intake, vendor coordination, and delivery tracking for corporate gifting programs.
- Reduced operational turnaround time by 30% while improving order accuracy and customer satisfaction.

RESEARCH WORK

Impact of Personalized Gifting on Employee Engagement, International Journal of Business & Management Studies, [Link]

- Conducted empirical research analyzing the effect of personalized corporate gifting on employee engagement metrics, demonstrating measurable improvement in retention and morale.

VOLUNTEERING EXPERIENCE

Rotaract Club of Bengaluru, Community Outreach Lead

2020 - 2022

- Led community engagement initiatives including fundraising events, educational drives, and CSR collaborations benefiting underprivileged communities.

ACHIEVEMENTS

- Recognized as **Top Performer** for driving highest enterprise revenue growth in FY2022.
- Awarded **Best Client Relationship Manager** for outstanding customer satisfaction scores.
- Successfully scaled a startup business from inception to multi-city operations within 18 months.