

RUCHI CHOUDHARY

EDUCATION			
Year	Degree	Institute	
2019 - 2021	MBA (Systems & Strategy)	IIM, Lucknow	
2013 - 2015	M. Tech. (Industrial Biotechnology)	Delhi Technological University	
2008 - 2012	B. Tech. (Biotechnology (Honors.))	Kurukshetra University	
2008	XII (CBSE)	GGMSSS-18	
2005	X (CBSE)	Haryana Model School	
ACADEMIC ACHIEVEMENTS & RESEARCH PROJECTS			
Academic Accolades	Top 10 percent in a batch of 1800+ students of B. Tech, JMIT (Kurukshetra University) Merit based 100% fee waiver for 7 years in school; only student to receive the waiver		2012 1999-05
Certifications	Selected one out of batch of 390 for certification by Dr. A. Bhatt, Sr. Scientist of DRDO		2011
DTU '13-14	Devised strategy for cost effective proliferation of endangered plant Brahmi ; replicated 500+ plants		
M&A Analysis	Conducted pre-post deal analysis of HCL's C3i's 60mn\$ acquisition for PMI, deal motives, event study		
INTERNSHIPS & LIVE PROJECT			
Strategy Intern, HCL Tech	Aided portfolio expansion by proposing 25+ Next Generation Solutions in Life Science & Healthcare Conducted the market research and shortlisted 300+ innovative startups for potential exploration		
Sales & Marketing Intern, Morris Garages	Designed launch strategy & generated actionable insights for premium cars; Team Lead for Delhi-NCR Facilitated long & short-term customer acquisition & retention plans by conducting 100+ user surveys Audited quality of sales and services offered at MG outlets; acted as Mystery Buyer along with the team		
Live Project Lead, Govt. of AP	Developed strategies to double revenue of 23Lac SHGs by expanding market reach; led a team of 10 Identified critical quality parameters & KPIs for 26 products t ensure 100% customer satisfaction level		
WORK EXPERIENCE			
Inventory Planner	Amazon		July'21 – Mar'23
Customer Satisfaction	Suggesting changes in current process by understanding gaps and amendment of SOPs post-approval. Handling exceptions to counter deviations due to issues at sites, vendors or incoming volumes Dived deep into data, identified problems and solution; presented to senior leadership if need be Led & developed a team of ~80 associates; responsible for overall direction, coordination, evaluation Solved complex CX issues , acted as voice of customer by summarizing & providing critical analysis Developing SOPs, promotion docs, catalogue preparation, strategy doc for senior leadership review Analysed and tracked real-time metrics for Amazon across EU, identified areas of improvement Spearheaded GRASP launch to safeguard service levels during unexpected situations, improved response Trained Business owners on new process implementation, increased customer satisfaction		
Business Technology Analyst	Deloitte Consulting USI		May '17 - June '19
Multi-million-dollar client conversion		Consistent top ratings for 8 quarters	
Customer Satisfaction	Unclogged 7 million dollars of revenue by resolving escalations for 9,000+ customers for the client Identified & resolved billing issue accumulated over 155+ days ; benefitting 800+customers		
Cross-function collaboration	Designed & conducted knowledge transfer session for 7 new joiners on Billing, Data Management, SD Co-ordinated with 6 teams including client team across 6 different geographical locations in 2 projects		
Awards & Firm Initiatives	Recognized and rewarded among top 5% by Managing Director for excellence in the performance Aided in converting potential client visits & Team Building Activities for 200+ associates in the firm		
Quality Management	Analyzed & rectified 25,200 cases with resolving a count of 100 on daily basis, with 99.98% accuracy Reduced redundancy by 47% in the project by streamlining employee on-boarding current process		
System Engineer	Infosys Ltd.		Dec'15 – Mar'17
Technical Skills	SAP Sales & Distribution	SAP Advanced Business Application Programming	
Efficiency Enhancement	Configured & customized sales, delivery, billing types , billing document types & Order to Cash cycle Customizing, execution of Enterprise Structure ; Worked extensively on pricing procedure in SAP SD		
POSITIONS OF RESPONSIBILITY			
Placement Co-Ordinator, DTU, 2014-15	Single point of Contact for 20 Companies for placements; managed logistics for visiting companies Initiated & developed relations with 23+ new companies, leading a 9% increase in the placements Guided 200+ students for placements & internships through CV building, mock GD and PI sessions		
Fest Organizer B.Tech	Selected to lead a team of 25 to ensure end-to-end execution of 27 events with 1560+registrations Led a team of 50 coordinators to organize 30+ events for students with a budget of INR 50 thousand		
EXTRACURRICULAR ACTIVITIES			
Social Contribution	Organized a blood donation camp to collect 546 units of blood for PGIMER, Chandigarh Generated funds for the admission & continuation of education of 60 slum kids to school		2011 2010
Achievements	1st rank for Street Play titled 'Soch ke Socho' for acting, banner making & script writing Awarded by the Central Ground water board & WWF India in painting in water conservation Finished as 3rd in 'Brand It Right' by Prism; among 70+ participants at IIM Lucknow		2010 2005 2019