

ANURAGINI JANNUMAHANTY

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DOB : 27 Feb, 1993
Present location: Vizag, AP, India

Business Development | Project Management | Digital Marketing | Finance | Team Leadership |

Degree	Institute	Specialization	Percentage/CGPA	Year
APMP	IIM Rohtak	Advanced Project Management	Project success Final percentage: 90%	2022-23
Marketing	InsiderIIM & HUL	Digital Marketing with HUL	Project success	2022-23
MBA PG	NMIMS University Mumbai	Banking and Finance	70	2017-21
B.Tech	JNTUK University	Civil Engineering	80	2010-14
Inter	Narayana	Maths, Physics, Chemistry	90	2008-10
SSC	Bhashyam	Higher Secondary	95	2008

CAREER SUMMARY

- Uber India - Started as Coe Specialist at Uber Center of Excellence, Vizag progressed to Gigs Content Translation Program Manager with Planning and Execution team. Managed high end projects of Uber.
- ICICI Bank - Probationary officer - Deputy Manager Band 1.
- HUL - Tresemme brand Serum project of 9.5 crores MS target creation in Amazon marketing- run in HUL HQ Mumbai.
- Business Immersion to Dubai - AIBI - Met Consulate General of India-Dubai, TATA Group of companies Senior Vice President & MD CEO of Trukker, YallaCompare startups of Dubai, Understood how different sectors Business being run in Dubai, Middle East. Visited TAJ Exotica resorts & Spa, The Palm, Emirates Sheraton chain of hotels by getting insights on hotel management business of Dubai.
- Aditya Birla Capital - Financial Advisor

DETAILS OF PROFESSIONAL EXPERIENCE

GBH Auto Mechanics & Services LLP - 2023 Sep - Present

Team leader- Business development team management at Startup based from Kolkata- GBH Automechanics & Services LLP.
Tasks performed: Recruiting and Retention of a team of Business development executives and associates. Training & leading them from front in completing their targets. A team of 30+ comprising of HR associates and Business development executives are managed by me to develop the startup business based on Automotive service industry.

UBER	Experienced in handling projects at Uber - 2 years. 1.Voltron - Project based on Employee Transition from their current roles to interning for the higher ladder with recurs for a duration of every 6 months- from Onboarding,training to Immersion and successful completion of Employees from L&D, P&E, CommOps departments into next roles of Uber Center of Excellence COE across APAC. 2.Zero to Hero - Project based on training new incumbent employees to the organisation with the expertise needed for BAU. In Managing these projects, used key project management tools ASANA, MS Project, Gantt charts, Program process documentation, MoM creation in both the projects which lead to the successful implementation of 5 phases of project with KPI's deliverables success met. Created testimonials by interviewing Senior management mentors to interns for the Program Voltron for creation of Marketing content needed for the Project throughout Asia Pacific(APAC) region (India & Philippines exclusively) for Uber Business Excellence. Forward & Backward path in CPM of timeline Management along with Implementation of Risk Ishikawa Root Cause Analysis in High end projects. Achievements: Best Employee Top performer for 1st quarter of 2022 in rewards and recognition inside Uber. Engagement Excellence for team in APAC for hosting events of mindful Wednesday through employee engagement by google slides creation. Recognition from Uber San Francisco office Senior Program Manager for excelling in Project management on successful completion of a 2nd cycle of Voltron program onboarding and project launch.		
ICICI BANK	Probationary Officer Deputy Manager - 1 year	Trained at Manipal ICICI training academy	Served the role of Deputy Manager Band 1 for various banking processes inside ICICI bank.
ADITYA BIRLA CAPITAL	Financial Advisor - 6 months	Generated prospective clients for the Business in Insurance sector of Aditya Birla for various products offered in life insurance	Advised the Clients about Aditya Birla products, Generated business opportunity for successors in Aditya Birla Sun life insurance.
HUL	Project on Tresemme Brand Serum for creation of Business delivery of 9.5 crores in 1 year to get 15% MS in Amazon. Performed primary detailed consumer persona research, Channel Marketing Budget analysis,Sales forecast, Tresemme SKU's- Estimated Sales ROI, Market size estimation full funnel, Media Mix budget, Influencer marketing for Tresemme it's Kaira Advani in Major influencer, Amazon Ad properties, Competitor analysis with LOreal, Livon, Marico for 2 financial years. This project got finalised with Tresemme Brand Manager implementing it on live.		
WEALTHY	Digital wealth management company project - project is focussed on improving high value partners to 10% of acquisition funnel and how to onboard financial partners doing more than 5 Cr Gross transaction value. Digital marketing plan to achieve partner share target.		
IIM Rohtak Final Project	eBRP software development project, digitilization of Residence permit booklet for Senegal nation. Developed this software project on Electronic Biometric Residence Permit card.		
TOOLS & SKILLS			
Project Management	ASANA, PMI- PMBoK, Gantt charts, Tableau, MS Project, Critical Path method implementation with PERT, RCA(Ishikawa), Stakeholder Interaction.		
Data Analysis tools	Tableau By Uptop powered by IIM. Power Bi , Business intelligence tool by TechTip24 company. SQL by MySQL guru Udemy.		

AltUni AI for business certification - Artificial Intelligence and Machine learning - ChatGPT applications to Business	
SIX SIGMA	Green belt , Yellow belt of CSSC- Council of Six Sigma Certification by Sparen & Gewinn Consulting
Agile Scrum	Trained for Agile , Scrum, Azure, Jira softwares by Uptop powered by IIM faculty.
Data Science	R Language and Python by INSAID
Interviewing skills	Interviewed for the project Voltron in selection phase for the onboarding of interns Interviewed for the creation of testimonials of mentor intern in 6 months project duration of Voltron for marketing materials.
Engagement skills	Google slides creation ,Organised campaigns activities events inside Uber Tools like Salesforce, Toolshed Asgard expertise which are used in Uber COE's across nations.
Content writing	Certified Content Writer from Henry Harvin.
SEM	Google Search, Display, Remarketing, Custom Audiences Lead generation & ROI Based Optimization
Sustainable Building design - Entrepreneur	INIFD Pune of Celebrity Raveena Tandon for interior designing, UGreen US Certified Sustainable Building designer Owning a sustainable consultancy Aegle Sriphal Sustainable Designers.
Web Analytics	Google Analytics, Google Webmasters
Marketing Content	Keyword optimization, Social & SEO Alignment for User engagement & Online Presence
SEO	On Page and Off Page Business driven goals for traffic, Organic leads & SERP listing
YEAR	AWARDS/RECOGNITIONS
EMINENCE EXCELLENCE AWARDS EEA 2023	Honoured with Excellence in leadership & Management by Eminence Excellence awards 2023 Dubai Chapter from Honorable Bu Abdullah - Owner of Bu Abdullah Group of Companies and Delegates of Dubai.
GlantorX 50 under 50 India's Rising Dynamic Femina	In GlantorX magazine march 2023, outlook India- in the list of 50 under 50 Dynamic Rising Femina of India for excelling in various fields
Outstanding Excellence - Pride of Vizag	In Engineering, received award from Honourable MP Purandeswari for being university top along with Institute of Engineers, India's Charter recognition.