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## PROFESSIONAL SUMMARY

Dedicated Operations Manager and effective leader who excels at using proven methods and cutting-edge technology to successfully cut costs, streamline operations and increase productivity.

Knowledge of Email Marketing automation for generating leads.  
Hubspot & Power Bi Certified.

## CORE QUALIFICATIONS

- Systems implementation
- Procedure development
- Multi-unit operations management
- Client relationship management
- Performance reporting
- Process improvement
- Supplier negotiation
- Email Automation for generating leads

# Meghna Rudra

## EXPERIENCE

April 2023 - August 2023

**Business Development Manager First IPO(Curatal) | Bangalore**

- Conducting regular sales meetings to align the team with company goals, share insights, and foster collaboration.
- Sending regular business proposals to clients and conducting product demo.
- Responsible for managing the sales budget. This includes allocating resources effectively to meet sales goals.
- Staying up-to-date with market trends, customer needs, and competitive intelligence is essential for making informed decisions and adjustments to sales strategies.
- Generating leads through Google ADs and other sources.
- Overseeing digital marketing efforts, including SEO (Search Engine Optimization), SEM (Search Engine Marketing), email marketing, social media marketing, and online advertising campaigns.
- Have handled Big4 clients in terms of conducting L1 & L2 round of interviews for IT candidates
- Using data analytics tools like Google Analytics, Hubspot, Hootsuite to track and measure the effectiveness of marketing campaigns. Analyzing key performance indicators (KPIs) and making data-driven decisions to improve marketing strategies.

April 2022 - December 2022

**Product Sales Manager propeller ADs | Russia, Cypress**

- Building and maintaining strong relationships with key customers is vital. Sales managers may be involved in high-level negotiations and account management.
- Identifying potential leads across the globe and assisting Advertisers in creating AD campaigns to enhance sales funnel.
- Developing and implementing sales strategies and tactics to achieve the sales targets. This may involve market analysis, competitor research, and product positioning.
- Identifying prospects through various social media channels like Facebook, Instagram, LinkedIn and converting them to prospects using CRM tools like Salesforce, Zoho, Hubspot.
- Developing marketing strategies and plans that align with the overall business objectives. This includes setting marketing goals, defining target audiences, and outlining the strategies and tactics to achieve those goals.

November 2019 - April 2022

**Subject Matter Expert HealthifyMe | Bangalore**

- Closely monitoring the performance of individual sales representatives and the team as a whole. Regularly reviewing metrics and KPIs (Key Performance Indicators) is crucial to ensure that targets are met.
- Ensure that all multimedia content aligns with the brand's visual identity.
- Collaborate with content creators to develop visually appealing campaigns.
- Collect and analyze data from social media platforms and tools.

- Generate reports on key performance indicators (KPIs).
- Identify trends, insights, and areas for improvement.
- Use data to make informed decisions and adjustments to social media strategies.
- Measure ROI and campaign effectiveness.
- Provide guidance on platform selection and audience targeting.
- Conducting thorough market research to understand customer needs, preferences, and behaviors. Analyzing market trends and competition to identify opportunities and threats.

March 2016 - March 2017

**Medical Billing specialist Cognizant | Bangalore**

- Responsible for accurately preparing and submitting claims to insurance companies or government healthcare programs.
- Verifying patient insurance coverage and eligibility.
- Coding diagnoses and procedures using standardized coding systems (e.g., ICD-10, CPT).
- Following up on unpaid or rejected claims and resubmitting them with corrections.
- Posting payments and reconciling accounts.
- Develops

December 2012 - March 2016

**Senior associate Tata Consultancy Services | Kolkata**

Handling a Customer Relationship Management (CRM) account involves managing and maintaining customer data, interactions, and relationships to improve customer satisfaction, increase sales, and streamline business processes. Here are the key steps and best practices for effectively handling a CRM account:

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## EDUCATION

2013

**Certificate of Higher Education | Mass comm. Journalism**

University of Calcutta, Kolkata

- Graduate
- Mass Communication Theory: Study the principles and theories that underlie mass media and communication.
- Media Effects: Understand how media influences society, including its impact on individuals and culture.
- Communication Research Methods: Learn how to conduct research and surveys related to media and communication.

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## CERTIFICATIONS

- Google Analytics certified
- Hubspot CRM certified
- SEO Certified

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## LANGUAGES

**English, Bengali, Hindi, Spanish:** First Language