

# NEERAJ HIRANANDANI

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## PROFILE

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Result-driven marketing professional with experience in driving 2x revenue growth in scaling products from ideation to successful venture through strategizing Brand Partnerships, Product Positioning, Business Operations, Account Management, and measuring campaign success through ROI for existing accounts.

## KEY COMPETENCIES

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|----------------------------------|-----------------------|----------------------------|
| • Data-driven strategic planning | • Brand management    | • Power BI                 |
| • Key account management         | • Business operations | • Salesforce               |
| • Accelerate revenue             | • Lead generation     | • SAP analyzer             |
| • Forecasting                    | • Digital marketing   | • CRM software proficiency |

## EDUCATION & CERTIFICATION

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- PGDM/MBA - Marketing, Jul 2018-Jul 2020  
JAIN College - MIME, Bangalore
- Bachelor of Commerce, Jun 2015-Jun 2018  
Surana College, Bangalore University, India
- Certified in Digital Marketing from the National Institute of Digital Marketing, Bangalore.
- INTERNSHIP at MISTAY, May 2019-Jul 2019

## PROFESSIONAL EXPERIENCE

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### SWIGGY

Jul 2023-Dec 2023

#### Strategic Account Manager - Luxury Dining

- Account Management: Managed a portfolio of 110+ prominent restaurant partners, leveraging data-driven insights and relationship-building to enhance visibility and generate a 20% increase in average monthly revenue.
- Revenue Growth: Collaborated with cross-functional teams, to design and execute promotional campaigns, resulting in a 2x growth in partner revenue.
- Conducted comprehensive quarterly business reviews with partners, leveraging data analytics to identify areas for improvement and recommending strategies that led to a 15% increase in partner revenue.
- Strategic Thinking: Analyzed market data and competitor insights to identify growth opportunities and develop strategic plans.
- Business Strategies: Pioneered and implemented strategic advertising campaigns on the Swiggy Dineout platform, resulting in a 35% increase in restaurant display page views; enhancing user engagement and platform visibility.
- MoM Targets: Executed a comprehensive plan to meet MoM targets by securing deals with luxury dining establishments, achieving a 25% increase in Ad sales, and onboarding 20 new high-end restaurants to support company financial goals.

**Manager - Brand Partnership & Alliances**

- Leadership Etiquettes: Propensity to liaise with Senior leaders internally supporting business goals to expand the market with multi-dimensional marketing strategies for the B2B market with a target of 4 million every year.
- As an Operation Analyst streamlined the operations for new product lines, standardized work methodologies, standard operating procedures & time tracking to ensure smooth daily operations for achieving profit targets.
- Brand Partnership: Onboarded 24 brands within 6 months by identifying key touchpoints for optimizing user funnels to implement ATL/BTL activities such as brand awareness, campaigns, and promotion activities to elevate the brand.
- Account Management: Drove business development activities by identifying sales opportunities and nurturing leads, was accountable for 650 societies in Bangalore's South & East Zone for achieving monetization of 0.9 million quarterly and have a record of increased average CTR from 1.16% to 1.70% in online campaigns.
- Market Segmentation: A coherent understanding of the targeted audience & create strategies after analyzing customer insights, and user trends to position the product for obtaining a monopoly in the market.
- Reporting: Proficient in generating periodical reports to monitor & assess KPIs like campaign performance, conversion metrics, YoY growth, SLA, ROI, bid performance & project progress reports to support business decisions.

**PROCTER & GAMBLE - KHIMJI RAMDAS LLC - OMAN****Oct 2020-Mar 2022****Section Manager**

- Strategic Planning: Trusted Advisor to the leadership team within the organization supporting Business Cases for optimization efforts and converting strategies into programs.
- Accelerate Revenue: Closely collaborated with cross-functional teams including customer success, sales, business operations, finance, product, marketing teams, and other stakeholders & increased the overall scale from 27000 OMR to 38000 OMR through sharing of insights and centralization of information.
- P&L Management: Created strategic marketing plans, product campaigns, and market research studies to manage accounts such as Lulu & Nesto Hypermarket chains by ensuring timely delivery of products, issue resolution, distribution, pricing, and launching new products of P&G, Coty, Kellogg's & Redbull.
- Continuous Improvement: Achieved optimized processes through ESSA (Elimination, Simplification, Standardization, and Automation) and continuously identified impediments, resulting in tangible benefits such as higher productivity, shorter lead times, and fewer errors.
- Conducted a comprehensive data analytics initiative integrating internal and external data sources to revamp brand health, consumer insights, and purchase behavior, resulting in a 20% increase in sales conversion rate.

**Sales Associate**

- Formulated a data-driven approach to qualify buyers by customizing product recommendations based on their preferences, leading to a 25% increase in conversion rates and a 30% rise in sales revenue.
- Successfully transformed prospective clients into purchasers by aligning them with products that catered to their specific requirements.
- Comprehended the customer's requirements while fostering connections with them to cultivate loyalty.
- Successfully closed deals by addressing objections, negotiating prices, and finalizing sales and purchasing contracts.
- Educated customers about the quality of imported automotive products to effectively market and sell them.
- Products were effectively marketed in a fiercely competitive market, leading to the establishment of the brand and growth in market share.
- Developed and executed various marketing strategies to boost sales within a diverse market landscape.