

# 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
- Customer relationship management
- Sales Forecasting
- SAP analyzer
- Accelerate revenue
- Negotiation Skills
- 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

- 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.
- 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.
- Analyzed market data and competitor insights to identify growth opportunities and develop strategic plans.
- 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.
- 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.

**NOBROKER TECHNOLOGIES PVT. LTD****May 2022-Apr 2023****Manager - Brand Partnership & Alliances**

- Led business development by finding sales opportunities and nurturing leads, managed 650 societies in Bangalore's South & East Zone, achieving quarterly monetization of \$0.9 million and increasing average CTR from 1.16% to 1.70% in online campaigns.
- Worked with senior leaders to support business goals and expand the market using diverse marketing strategies for the B2B market, targeting \$4 million annually.
- Improved operations for new product lines, creating standard work methods, SOPs, and time tracking to ensure smooth daily operations and meet profit targets.
- Onboarded 24 brands in 6 months by identifying key touchpoints and improving user funnels, implementing brand awareness campaigns and promotions.
- Created strategies based on customer insights and user trends to target specific audiences and position products for market dominance.
- Produced regular reports to monitor and assess KPIs, including campaign performance, conversion metrics, YoY growth, SLA, ROI, bid performance, and project progress, aiding business decisions.

**KHIMJI RAMDAS LLC (P&G Division) - OMAN****Jan 2021-Mar 2022****Section Sales Manager**

- Oversaw the distribution, pricing, shelving, and merchandising of new and existing products for P&G, Coty, Kellogg's, and Red Bull.
- Developed business proposals, negotiated terms, and successfully closed deals with key accounts.
- Developed and optimized route plans, trained, motivated, and managed the merchandising team.
- Scaled up from 16,000 OMR to 28,000 OMR through business development plans and strategic initiatives.
- Formulated yearly sales targets and business growth strategies, aligned with quarterly and monthly objectives.
- Drove brand penetration and ensured efficient product distribution within modern trade channels.
- Collaborated with merchandisers to tailor product focus based on seasonal demands and requirements.
- Implemented strategies for overall debt control to maintain financial health.
- Facilitated and executed in-store events during key periods to boost sales and brand visibility.
- Conceptualized and implemented business development plans, managing the business pipeline effectively.
- Focused on expanding and growing major product categories to enhance market share.

- 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.