



PROFESSIONAL EXPERIENCE

Endeavor Careers Pvt. Ltd.

Dec'17 - Present

Regional Manager – Academics and Marketing

- Mentor students for CAT and other MBA entrance exams; Conduct Quantitative Aptitude, DI & LR, GDPI sessions
- Conduct seminars and workshops at reputed Engineering and CU affiliated colleges in Kolkata
- Plan and implement marketing activities in Kolkata by leading a team of Marketing managers
- Maintain cordial relations with Heads of educational institutions

T.I.M.E Pvt. Ltd. Kolkata

Nov'17 - Dec'17

- Part-time Quant and LRDI instructor at T.I.M.E Kolkata

IMS Learning Resources Pvt. Ltd.

Dec'16 - Oct'17

Centre Manager – Salt lake Centre

- Responsible for business growth and acads delivery at IMS Saltlake Centre
- Conducted CAT training sessions – Quant & DILR sessions, Workshops, Mock CAT analysis, Mock GDPI
- Mentored students on a one-to-one basis by creating study plans, reviewing mock CATs and discussing test strategies
- Planned and executed student engagement events in Engineering & CU affiliated colleges

Business Manager

Dec'15 - Sep'16

XSEED Education Pvt. Ltd.**Key Responsibilities:**

- Lead business development teams in three districts of Telangana State
- Manage complete sales cycle - lead generation, customer acquisition, engagement and collection of monies in assigned territories
- Plan and execute marketing events in the region to drive business growth
- Co-ordinate with Operations and Service delivery teams to ensure delivery of products and services as per agreed terms

Grofers India Pvt. Ltd.**Key Responsibilities (Marketplace):**

- Head of City Business Development team; Responsible for driving merchandise value growth and revenues in Kolkata
- Responsible for driving category growth, launching and building new categories in the city
- Handle key accounts and Pan India accounts from Kolkata across multiple categories to drive business growth
- Plan and execute promotional events like 'Grofers Sale', 'Weekly Treats' in the city

RS Software (India) Ltd.

May'13 - Nov'15

Key Responsibilities (Operations):

- Initiate and achieve process improvement across departments through automation in line with company's strategic goals
- Support Sales team in lead identification, qualification and preparation of proposal for prospects
- Work with Vice President – Operations on formulating business expansion strategies in new geographies
- Optimize overall cost structure through cost saving measures across all departments in the organization

T.I.M.E Pvt. Ltd. Visakhapatnam

Jul'10 - Apr'11

- Part-time Quant and LRDI instructor at T.I.M.E Visakhapatnam

Areas of Interest: Training, Business Strategy, Marketing, Operations



EDUCATION

Diploma/Degree	Year	Institution	CGPA/%
PGDM	2011-13	Indian Institute of Management Calcutta	5.36/9
B.Tech	2006-10	JNTU, Andhra Pradesh	72.41%
Class XII	2005-06	Board of Intermediate Education, AP	89.50%
Class X	2003-04	Board of Secondary Education, AP	84.33%

INTERNSHIP
Rashtriya Ispat Nigam Limited
Apr'12 - Jun'12

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| Competitive Analysis | <ul style="list-style-type: none"> ▪ Conducted competitor analysis for RINL & did primary research to understand dealers' pain points ▪ Provided recommendations for improving RINL's market position based on the competitor analysis results |
| Value Stream Mapping | <ul style="list-style-type: none"> ▪ Executed value-stream mapping for the Logistics department of Rashtriya Ispat Nigam Limited ▪ Interacted with senior management to explore process improvement opportunities in Logistics dept. ▪ Outlined a plan for enhancing process efficiency by segregating value adding & non-value adding functions |

SELECT ACADEMIC PROJECTS
Nov'11 – Jan'13

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| Sales Channel – Dulux Paints | <ul style="list-style-type: none"> ▪ Developed a strategy for enhancing sales channel performance and presented to the Regional Manager, Dulux Paints ▪ Prepared a comprehensive sales pitch and trade incentive plan to enhance dealer motivation |
| Logistics & Supply Chain - HSIL | <ul style="list-style-type: none"> ▪ Formulated a demand forecasting model to forecast demand for 12 SKUs of Hindware Sanitaryware Ltd. ▪ Identified factors causing delay in order processing and suggested measures for improvement of the same |
| Indian Railways | <ul style="list-style-type: none"> ▪ Identified new revenue generating opportunities for IRCTC; presented them to the MD, IRCTC ▪ Suggested innovative digital marketing techniques using IRCTC digital database |
| Digital Marketing | <ul style="list-style-type: none"> ▪ Developed digital marketing strategy roadmap for a renowned Textile brand in Kolkata ▪ Interacted with senior management to understand company's strategic goals and presented a digital growth strategy |
| M-Commerce | <ul style="list-style-type: none"> ▪ Project involved studying how SMBs are leveraging m-commerce for customer outreach & business growth ▪ Quantitatively analysed the impact of mobile technology on growth & increasing adoption of e-commerce activities |

POSITIONS OF RESPONSIBILITY

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| Secretary - IIM-C Choreo Club | <ul style="list-style-type: none"> ▪ Organized events and managed logistics for IIM-C Choreography Club ▪ Actively participated in budget planning, event planning and performed in Intaglio and Carpe diem'12 |
| Sports Coordinator Mech. Dept. | <ul style="list-style-type: none"> ▪ Elected sports coordinator for the Mechanical Department in our college, 2008-10 ▪ Led a five-member team to maintain and improve sports infrastructure ▪ Increased sponsorship by 23% over the previous year for the sports activities held in 2010 |

ACADEMIC ACHIEVEMENTS

- Secured 99.4 percentile in CAT'10; Received final admission in IIM-C, IIM-L, IIM-I, IIM - Ranchi, Rohtak, Trichy and Raipur
 - Department Rank 4 in B.Tech among a batch size of 120 students
 - Among the top 5 in school in SSC Examination, received merit award for good academic performance
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