



# YADAGIRI GUGULOTHU

Targeting assignments in **Senior Business Development Asst** with an organization of high repute in **Market**  
**Location Preference:** Hyderabad

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## Key Skills

Business Development

Requirement Gathering

Process Improvements

Client/ Stakeholder Management

Cross-departmental Coordination

Project Planning & Execution

Customer Satisfaction and feedback

Team Building & Leadership/ Training



## Profile Summary

- Focused **Senior Business Development Associate** offering **5 years** of experience in **Business Development**. Energetic and intuitive marketing strategist with strong leadership and communication skills.
- Followed **Business Development** Life Cycle (BDLC) including Requirement Analysis, Sales, Development and Technical Support, route various services calls, validation of service input and handle exception.
- Energetic and intuitive marketing strategist with strong leadership and communication skills.
- Liaising between customers and the company for **up-to-date status of service**, pricing and new product release launches.
- Increasing business opportunities through **various routes** to market.
- Fully responsible for **Customer Satisfaction and feedback** for improvement.
- Responsible for **Lead Management, user/consumer acquisition** and retention initiatives.
- Lead the development and execution of customer engagement initiatives across all channels.
- (Performance, **email, SMS, push notifications, direct mail, and in app**).
- Develop and evolve **advanced segmentation strategies** that deliver truly personalized marketing.
- **Programs and exceptional** user experiences.
- Build Attribution models and perform multi touch attributions to ensure better **Lead to Sales**.
- Conversion rates **Deliver innovative, efficient and cost-effective solutions**/initiatives to meet needs and
- To drive business growth and profitability.
- Build strategy to **Up-Sell and Cross Sell products** by analyzing consumer behavior on. **Website and App**.
- Leverage and deep customer insights to identify and execute innovative.
- Programs that continually push **CRM initiatives** to the next level.
- Build and maintain a test and learn roadmap and work to continually iterate and optimize CRM.
- Lead the design and development of **CRM reporting dashboards**; establish templates and.
- Processes for regularly sharing out CRM progress and results with key stakeholders.
- Identify and implement opportunities for automation a Innovation that increase the efficiency.
- Of marketing channels and enable scale while minimizing cost and overhead.
- Manage agency and vendor relationships and continually seek to grow and evolve.
- Developing an **effective understanding** of our products and services.
- Establishing and maintaining client relationships.
- Consulting with the **Sales Manager** to follow up with customers and identify new qualified leads.
- An inherent ability to position, market and sell an idea or product will be a key skill set in a **B2C or B2B sales model**.

### Soft Skills



Analytical

Innovator

### Personal Details

**Date of Birth:** 21<sup>st</sup> February 1994

**Languages Known:** English, Hindi and Telugu

**Permanent Address:** Hyderabad, Telangana, India 502375

**Nationality:** Indian



### TIMELINE (RECENT 5 ASSOCIATIONS)

Reliance Industries Limited,  
Hanmakonda as (Senior  
Business Development  
Associate)



Dell International Services India  
Private Limited, Hyderabad as  
(Customer Services)

JAN' 2016 TO DEC' 2017 (Customer Service Associate)



JAN' 2017 TO DEC 2017  
(PhonePe CSA - Customer Service Associate)



FEB 2018 TO SEP 2019 (Univo is an Ed-tech)



SEP 2019 TO TILL DATE (Senior Business  
Development Associate) -JIO



## Education

- **B.Tech. (Electrical & Electronics Engineering)** from JNTU, Hyderabad in 2015
- **12<sup>th</sup>** from Pratibha Junior College, Siddipet, Telangana (State Board) in 2011
- **10<sup>th</sup>** from Gayatri Vidyalaya, Siddipet, Telangana (State Board) in 2009



## IT Skills

- **Programming Languages:** SQL, RAML
- **Data Bases:** Oracle, DB2, MS SQL - SQL & PL/SQL
- **Web Services & Design tools:** SOAP, REST, WSDL, CXF, XML
- **Web/Application Servers:** Apache,
- **Version Controlling Tools:** CVS, SVN, GIT
- **Defects Tracking & Build Tools:** Maven, Jenkins Web technologies
- **XML Technologies:** HTML, XML, DTD, Testing
- **Operating Systems:** Windows, UNIX/Linux

## CERTIFICATE

- ✚ Certificate Of **Achievement** In Marketing 2016
- ✚ Certificate of completion of "**sale and marketing for online businesses**" online course on may2, 2018.
- ✚ Executive Certificate 3programme in "**Digital Marketing & Social Media**" Strategy 2019.

## Awards

- Best "**Achievement Award**" in Sales, 2017
- Best "**Field Sales Executive Award**" 2018
- "**Experiential Marketing Summit and Award**" at **JIO**, 2019

## Work Experience

Since **AUG'15 TO JAN'16** with **Dell International Services India Private Limited, Hyderabad as (Customer Services)**  
**Client- Dell Services**

### Key Result Areas:

- Managing Business Development Lifecycle (BDLC) right from requirement analysis, documentation (functional specifications, technical INSTL), and testing (preparation of test cases along with implementation) to maintenance of proposed applications.
- Managing issues related to Order Status, Missing Wrong Damage or Return, and customer escalation both phone and email systems.
- Manage customer escalations on the highest priority and work with Account / sales manager for solutions and update mgmt.
- Engage with External Vendors - Forwarder and Services Provider to solve customer issue.
- Engage with other departments - e.g.: Sales, logistics, Technical Support etc. to work on process improvement.
- To interact and work with other Region Customer Care teams and the APJ PMO teams when the need arises.
- Responsible for setting realistic customer expectations, and meeting or exceeding these expectations.
- To verify and investigate into customer's complaints and drive for resolution within specified time frames
- Prepare daily/weekly performance reports
- Fully responsible for Customer Satisfaction and feedback for improvement.
- Developing and sustaining long-term relationships with key stakeholders to ensure operational efficiency.
- Managing the whole range of operations and mitigating risk while ensuring compliance with stipulated parameters.

## Previous Experience

**JAN' 2016 TO DEC' 2017 with AMAZON, Hyderabad as Sr. Associates Product Compliance**

**Role:** Sr. Associates Product Compliance

**Client:** AMAZON

**Period:** JAN' 2016 TO DEC' 2017

**Description:** Amazon.com, Inc., is an American multinational technology company based in Seattle that focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is considered one of the Big Four tech companies, along with Google, Apple, and Face book.

### Responsibilities:

- The Compliance Operations (C-Ops) team ensures that Amazon transactions satisfy legal and safety requirements in accordance to the guidelines across global marketplaces. We proactively identify risks involved for Amazon while doing business in various countries and enable smooth flow of products across international borders. A Sr. Compliance Associate is responsible for protecting Amazon customers from products that are illegal, hazardous, unsafe, or otherwise prohibited /regulated by Law and Amazon policies. Duties may also include defining, applying, and defending regulatory policy and contractual requirements.
  - Report violations of rules, regulations, policies, and procedures by evaluating or recommending the initiation of investigative and corrective procedures.
  - Classify products based on SOP.
  - Follow SOP and instructions provided by managers.
  - Provides ideas for process improvements to enhance process efficiency, quality and customer experience.
  - Respond to stakeholders with guidance and flags any updates to Lead/Manager.
  - Good working knowledge of MS Office, MS Outlook; MS Excel proficiency is an advantage.
  - Strong attention to details.
  - Ability to analyze and identify patterns in large data sets.
  - Decision making aptitudes based on given guidelines and in ambiguous contexts.
  - Must be comfortable working with large data sets.
  - Very good knowledge and experience in internet navigation and research finding specific information about products in a timely manner.

## Previous Experience

**JAN' 2017 TO DEC 2017 with PhonePe, Hyderabad as Sr. Customer Service Associate**

**Role:** Customer Service Associate

**Client:** PhonePe

**Period:** JAN' 2017 TO DEC 2017

**Description:** PhonePe Private Limited, d/b/a PhonePe, is an Indian e-commerce payment system and digital wallet company headquartered in Bangalore, India. It was founded in December 2015, by Sameer Nigam and Rahul Chari. PhonePe app went live in August 2016 and was the first payment app built on Unified Payments Interface.

**Responsibilities:**

- Followed the guidelines of Agile methodologies of SDLC for project management and was involved in complete BDLC using Agile including development, implementation.
  - Report violations of rules, regulations, policies, and procedures by evaluating or recommending the initiation of investigative and corrective procedures.
  - Report on sales activities to senior management
  - Reaching the targets and goals set for your area
  - Establishing, maintaining and expanding your customer base
  - Increasing business opportunities through various routes to market
  - Compiling and analyzing sales figures
  - Collecting customer feedback and market research
  - Keeping up to date with products and competitors
  - Own conveyance is a must
  - Very good knowledge and experience in internet navigation and research finding specific information about products in a timely manner.
  - Flexible with the working schedule; may be expected to work weekends, holidays and events.



## Previous Experience

**FEB 2018 TO SEP 2019 with Univo, Hyderabad as Business Development Associate**

**Role: Business Development Associate**

**Client:** Amity

**Period:** FEB 2018 TO SEP 2019

**Description:** **Amity** is the leading education group of India with over 80000 students studying across 700 acres of hi-tech campus **Univo is an Ed-tech** Company that is collaborated with leading institution Amity Group. It is engaged in creating Education Programs of tomorrow with digital delivery to help students, professionals & Entrepreneurs learn new skills that will drive the next era of global growth and be market ready for new opportunities being opened in market.

**Role and Responsibilities:**

- Building a new age online platform, for delivering higher education in an engaging and flexible way. Key focus includes innovation in technology, service and content delivery, to create a learning experience for the digital age. super-creative team to work with, open culture, fun office environment, smart and passionate minds to work with, along with a major clients Associate responsible for acquiring new qualified leads through cold calling and various marketing efforts
  - Candidates should have a keen interest in education and innovation along with acumen for sales.
  - Developing an effective understanding of our products and services.
  - Promoting our competitive advantage in the e-education industry.
  - Making sales calls.
  - Establishing and maintaining client relationships.
  - Consulting with the Sales Manager to follow up with customers and identify new qualified leads
  - Identifying and resolving client concerns.
- An inherent ability to position, market and sell an idea or product will be a key skill set in a B2C or B2B sales model.



## Previous Experience

**SEP 2019 TO TILL DATE with JIO, Hanmakonda as Sr.Business Development Associate**

- Responsible for customer communications and targeted new client development.
- Will be main POC for key customers and direct management of Reps.
- Sales person keep track of client information, write reports and forecast future trends in
- Client needs/behavior.
- Follow sales leads, analyze sales trends, carry out market research and act as representatives of the organization at various events such as trade events.
- Identify key accounts in designated area & develop these accounts in terms of Business Transactions.
- Forecasting
- Price Management
- Coordinating with government department & smart city corporations for upcoming requirements.
- Develop a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.

- Initiates and coordinates development of action plans to penetrate new markets.
- Provides timely feedback to senior management regarding market.
- Provides timely, accurate, competitive pricing on all completed prospect applications
- submitted for pricing and approval, while striving to maintain maximum profit margin. Maintains accurate records of all pricings, sales and collection form buyers.
- Creates and conducts proposal presentations and RFP responses. Controls expenses to meet budget guidelines.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Propose or expand channel partner network in the area if available or not available.