

VARSHA MK

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Summary

4 + Years Experienced professional uncovering key business drivers as Enterprise Specialist and identifier of revenue opportunities in sales and key account management roles. Recently completed Professional Certificate Program in Business Analytics from IIM Kozhikode.

Education

MBA | 2013-15 | MANIPAL UNIVERSITY, MANIPAL

BBM | 2010-13 | VIMAS MANAGEMENT COLLEGE, BANGALORE UNIVERSITY

BUSINESS ANALYST | FEB 2020 TO AUG 2020 | IIM KOZHIKODE

TECHNICAL SKILLS

- TABLEAU
- ADVANCE EXCEL
- SAS (BASIC LEVEL)
- SPSS
- R PROGRAMMING

MANAGEMENT SKILLS

- COMPLIANCE MANAGEMENT
- ACCOUNT MANAGEMENT
- CONTRACT NEGOTIATION
- DOCUMENTATION
- ANALYTICAL & CRITICAL THINKING

Experience

BUSINESS DEVELOPMENT MANAGER | ANI TECHNOLOGIES -OLA | AUG 2019 – MAY 2020

- Exploring growth opportunities, account penetration and market expansion of current accounts by signing up with group companies, sister concern companies and conversion of Dormant Account to Active Account in OLA Corporate - A Partnership between OLA & Corporates for Business Travel.
- Responsible for account development, assessing client needs, and quarterly revenue growth on each account.
- Prepare client proposals and Documentation for Existing Clients at stakeholder meetings.
- Managed and maintained a structured analysis of target markets in existing accounts by current and past ride wise employee/ department wise usage reports and executing the analysis by using Tableau & MS Office tools.
- Manage contract negotiations, IT Integration and Legal contract renewal for OLA Corporate clients.
- Accounts Handled - BOSCH , Quess Corp ,Manipal Hospitals , Flipkart, TATA Elxsi , Curefit , SLK Software , ISB , Strides Pharma
- Achievement - Achieved target for two consecutive quarters.

ASSISTANT SALES MANAGER | OYO ROOMS | MARCH 2018 – AUGUST 2019

- OYO for Business - Handled the complete process of Offline sales from lead generation, prospecting, service demonstrations, preparing quotations, follow up, account farming to handling escalations.
- Exceeded sales quotas and increased profitability through effective sales strategy and business planning.
- Accounts Handled - Meinhardt Group, VRL Logistics , Purvankara , Unibic , CPF India , Indo Nissan and Start ups
- Achievement - Top Performer Runner up - South in 2019

ACCOUNT MANAGER | TIMES OF INDIA GROUP | SEP 2016 – OCT 2017

- Sustaining and growing revenue by new client acquisitions, renewing existing clients and identifying new business development opportunities in the current market with the objective of increasing the overall portfolio size.
- Responsible for complete Relationship Management with HR Team , Client Management & meetings for Timesjob.com Advertisement space & Database.
- Product Portfolio - Online Advertisement Sales, Database Selling, Branding Space.
- Accounts Handled - SME IT and Start Ups.

GCR – US TAX – ASSOCIATE COMPLIANCE | ERNST & YOUNG | JUNE 2015 TO JULY 2016

- Project management –Complete End to End track of the progress of the engagements from the start till end. General facilitation, Progress Monitoring, & documentation tracking of US Taxation Projects.
- Managed a portfolio of clients USA South East Region and was responsible for timeliness and quality of the work.
- Accountable for resource scheduling, Billing, budgeting, and financial forecast.
- Preparation of weekly and monthly status reports to stakeholders.
- Expertise in MS Excel and VLOOKUP, complete with complex formulations and custom MS Outlook Configurations.