

Married, Male, Born: May 1992

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7+ Years of Work Experience; MBA; BBA(Hons)

## Divyesh Ramani

### Summary

- Experienced Business Development Manager with a versatile skill set encompassing sales, marketing, analytics, and project management. Proven track record in driving revenue growth, optimizing client relationships, and implementing digital strategies.
- Extensive experience of managing sales & operations in retail industry at cross-channel & cross functional level
- Adept at leveraging technology to achieve business objectives. Seeking techno-functional roles to deliver results and exceed expectations.

### Business & Management Skills

- |                                  |                            |                      |
|----------------------------------|----------------------------|----------------------|
| ○ Business Development           | ○ Marketing Analytics      | ○ Account Management |
| ○ Lead Generation                | ○ Data Analytics           | ○ Team Management    |
| ○ Marketing Automation           | ○ Industry Market Research | ○ Retail Analytics   |
| ○ E-commerce & Digital Marketing | ○ Financial Analysis       | ○ Sales Operations   |
|                                  | ○ Excellent Communication  | ○ Business Analysis  |

### Technology

- |                                   |   |
|-----------------------------------|---|
| 1. <b>Business Intelligence</b> : | 1. Power BI, 2. Tableau, 3. Advance Excel, 4. Google Analytics, 5. MS Office  |
| 2. <b>Project Management</b> :    | 1. Asana, 2. Jira & 3. Confluence   |
| 3. <b>Sales &amp; Marketing</b> : | 1. LinkedIn Sales Navigator, 2. LinkedIn Campaign Manager, 3. Lead Generation Automation Tools, 4. SEMRUSH SEO Tool |
| 4. <b>CRM</b> :                   | 1. Pipedrive, 2. Zoho CRM, 3. SAP ERP   |
| 5. <b>Programming Language:</b>   | 1. DAX, 2. SQL, 3. R  |

### Educational Qualification

Degree	University / Board	Specialization	Score	Passing Year
MBA	ICFAI Business School (IBS), Hyderabad – (Tier-II)	Finance	8.10 CGPA	2016
B.B.A.(Honours)	H. L. – BBA, Ahmedabad University	Management	72.70%, B+	2013

### Online Certification Courses

- |  |   |
|--|---|
| 1. <a href="#">Google Professional Certificate: Digital Marketing &amp; E-commerce</a> | 5. Google Analytics Certification - Udemy               |
| 2. <a href="#">Google Professional Certificate: Data Analytics</a>                     | 6. SQL Advanced for Data Professionals by CodeBasics    |
| 3. Marketing Analytics Certification by IIT - Kharagpur                                | 7. Visual Analytics with Tableau by Coursera            |
| 4. Retail Management Certification by IIT- Kharagpur                                   | 8. Descriptive Statistics with R software by IIT Kanpur |

### Work Experience

#### **Business Development Manager – Think Prile – A Digital Marketing Consulting Firm Feb 2023 – Present**

- As a Business Development (Sales & Marketing) Manager at a Digital Marketing Consulting Firm, I've gained valuable insights into client relations, grasping their perspectives, and understanding the intricacies of their businesses.
  - Managing Presales operations with a focus on Account-Based Marketing, Marketing Automation, and lead generation.
  - Business Development on Upwork, employing strategic bidding and prospecting techniques, and optimizing client profiles for maximum impact.
  - Conducting comprehensive Market Research, Competition Analysis, and benchmarking of prospective clients across various dimensions, including social media presence, digital footprint, company page optimization, and personal branding.
  - Implementing Account-Based Marketing strategies, leveraging LinkedIn Lead Generation through Marketing Automation, and fine-tuning outreach with Sales Navigator.
  - Executing LinkedIn Ad Campaigns for lead generation.
  - Efficient task management using Jira Work Management
- Manager – Ecommerce Sales & Digital Marketing Generalist – Gifting Inc (Feb 2023 – June 2023)**

- Deployed at Client's business. Managed a dynamic portfolio of three international gifting brands: Giftsideas.com, Pickupflowers.com, and Winestogift.com.
- My role encompassed lead generation, corporate sales, and digital marketing campaigns, requiring close collaboration with cross-functional teams.
- Social Media Marketing: Managed content calendars for 3 brands, overseeing 40-45 monthly posts and email marketing campaigns.
- Content Marketing: Published 56 blogs through content writers, focusing on Mother's Day celebrations and gifting ideas.
- Project Management: Efficiently managed projects and tasks using Asana project management tools.
- Managed corporate sales using cold calling and LinkedIn automated outreach to decision makers, resulting in \$10000 sales during the off-season. Also, generated inbound leads from website visitors and qualified them into MQLs.
- Successfully secured vendor registration with over 80 Fortune 500 companies, out of 150+ applications.
- Utilized Pipedrive CRM for lead management, cold calling, client relationship management, merchandise tracking, and analytics.
- LinkedIn Campaign Manager: Executed LinkedIn Lead Generation Ads (Carousel and static ads) resulting in 6 SQL leads and an additional \$5,000 in revenue.
- Led an effort to website upgrades, including research for a Mobile First theme, platform evaluation (Shopify, BigCommerce, Woocommerce), and recruitment of web development candidate on Upwork.

#### **Department Manager at Croma – Infiniti Retail Ltd.**

Jan 2021 – May 2022

- Managed Team of 25 sales personnel driving annual revenue of Rs. 20-24 Crores for two departments 1.) Computing & Communication (Mobile) Department; in 2nd biggest store in Ahmedabad with annual sale up to Rs. 60 Cr.
- Drove revenue as a business enabler, focusing on supporting bottlenecks, process adherence and alignment of People with centrally managed other 6 Ps of Marketing to achieve revenue targets; gained reputation as a consistent target achiever
- Identifying and resolving bottlenecks (gaps) through analysis with input data from SAP ERP and Power BI; Tracking KPIs through regular analysis of sales at Department, Category, Sub-category, sales executive and inventory level with extensive use of MS Excel Pivot Tables
- Improving Visual Merchandising Standards and inventory management with key parameters of Stock Freshness, Clearing Discontinued Stock, Stock Ranging for lean inventory.
- **2021-22 Appraisal:** BSC: 4/5, Revenue Target Achievement: 103% along with achievement of Customer Experience – Annual NPS Score Target (despite pandemic scenario); Employee Satisfaction Rating: over 93%

#### **Business Development Manager - Arjun Electronics – Retail Business, Junagadh**

April 2017 – Nov 2020

- As part of Family Business worked extensively for development of Electronics retail and B2B business; Gained significant experience in sub-dealer, direct dealer & distributor channels in retail & B2B electronics; Developed B2B Vertical by creating Commercial product portfolio of refrigeration and air conditioning for Hospitality Industry, Corporates and institutes to leverage existing Consumer Durable business.
- Aggressive Digital Marketing engagement into google business profile, SEO, Google Ads & Facebook Ads, Data Scrapping as well as Tele-calling for footfall growth
- Modernizing business from traditional shop mentality; Change Management; Standardization of sales process; Management of Distribution Business with additional revenue of Rs. 5.5 Crore (2017-18).

#### **Financial Equity Research Analyst – at Transparent Value India – Mumbai**

Mar 2016 – Mar 2017

Worked in a subsidiary of asset management company on building financial Valuation Models with RBP Methodology in Utilities (Power – Electricity & Gas) Sector with Portfolio of 20 companies of US and Developed Markets of Europe

#### **Summer Intern - CRM Implementation - Amron Fillers Private Limited, Ahmedabad**

Mar 2015 – May 2015

Implemented CRM technology of Zoho CRM for Sales team along with the development of Distribution Channel

#### ***Recognition***

1. Awarded STAR ADM of month for June, Sept & Dec 2021; Feb & April 2022; Earned Highest Incentives in the store
2. N. G. Mavlankar Sarvotkarsh Award for Social Concern in 2013 as a core volunteer of Social Service Forum

## ***Analytics Learning Project***

### **Power BI Dashboard Projects:**

1. [Sales Insights – Brick & mortar business](#)
2. HR Data analytics – HR Domain
3. Personal Finance Analytics – Monitoring

### **Coursera Guided Projects:**

1. Create a Sales Dashboard using Power BI
2. Build an Income Statement Dashboard in Power BI
3. Build a Real-time Stock Market Dashboard - Power BI
4. PowerBI Report Development Crash Course
5. Build Dashboards in Power BI
6. Get, Shape, Combine & Merge the datasets -PowerBI
7. Using DAX throughout PowerBI for robust data cases
8. Application of Data Analysis in Business with R
9. Analyze City Data Using R and Tableau

**Interests:** Badminton & Reading

**Languages with Native Fluency:** English, Hindi, Gujarati

### **Extra-Curricular Interests:**

- Core VolunTeacher – Volunteer of AIREP, a movement for education & vocation – significant contributions on organizing SHIBIRs; Annul Events and volunteered for its social ventures.
- Actively participated as core volunteer of Social Service Forum on different activities from Blood Donations, Education to Slum Children, Aanand Mela of underprivileged kids to juvenile home teaching.
- Volunteered for organizing & enrolling participants for Happiness Programs by Art of Living at IBS, Hyderabad