



Sreejeeta Bose Paul

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Summary

Versatile generalist with 5+ years of experience driving growth for India's top consumer-tech firms with expertise in category management, operations, and business development. Proven track record Driving market expansion, product development and process excellence by leveraging data-driven insights and cross-functional stakeholder collaboration in fast-paced environments.

Professional Experience

Senior Manager – Strategy | Delhivery Ltd | Bangalore

- **Increased revenue by 30%** for a ₹40 Cr SBU through **category expansion**, pricing strategies, and loyalty programs
- **Boosted new user acquisition by 30%** through optimization of advertising spend and customer targeting on digital platforms
- Conducted customer funnel analysis and optimized user journey **to improve user conversion on the Delhivery app by 15%**
- **Improved customer NPS by 20%** through automated response systems, and standardized customer support SOPs for agents
- Scaled **consumer international shipping revenue by 5x in 3 months** by owning product development and operationalization.

Senior Manager | Urban Company Pvt Ltd | Bangalore

- **Led a 15-member team** to supervise the performance of ~1000 professionals, **contributing to ~2 Cr monthly revenue**.
- **Scaled revenue by 25% for a 24Cr+ category** by new product development through user research and industry benchmarking
- Raised profitability by 10% for Salon, by shutting down underperforming categories and shifting users to premium categories
- **Increased partner earnings by 20% for a 1000+ partner base** through enhanced supply efficiency and demand matchmaking.
- Revamped service design for 50Cr+ category through **user research** and product development, **boosting user retention by 5%**
- **Reduced supply onboarding costs by 20%** for 24+ category through ideation and scale-up of partner ambassador programs

Business Analyst | Zomato Ltd | Kolkata

- Negotiated strategic exclusivity agreements and acquired 250+ clients, **increased market share of Kolkata by ~10%** in a year
- Improved cataloguing quality on the app for 200+ restaurants, leading to a **10% improvement in user conversion for portfolio**.
- **Launched online grocery delivery** via brand-owned dark store model with top FMCG brands, generating 1.8cr annual revenue
- **Improved revenue by ~1 Cr with a 15% AOV increase** through higher-value cart strategies for 150+ restaurant portfolio
- Generated 0.7 Cr annual ad revenue for platform through customised performance campaigns for client portfolio
- Reduced platform funded discount spend by 45% for portfolio through customer segmentation and targeting models

Education

BCOM (HONS) – *Hansraj College, Delhi University | India*

Accomplishments

- Fast-tracked promotion to Senior Manager within 18 months for exemplary performance at Urban Company
- Recognised by Zomato for the launch and scale-up of 2 new Business Units (Grocery and Alcobev) in 3 months
- Awarded by Hansraj College for contributions in photography for the college as President of photography society.
- Received the Anundoram Borooah Award from the Assam Government for securing a Distinction in Class X (top 1 percentile)

Certifications

Lean Six Sigma, KPMG

MySQL (Beginner) Certification, Urban Company

Extra-Curriculars

- Selected member of Profile Committee (15/157) for the PGPX '26 cohort of IIMA, responsible for resume verification
- President, Photography Society of Hansraj College| Set up revenue streams for 30 member club, organised 15+ events in 3 years
- Vice President, Culinary Arts Society | Organised DU's inaugural Food Fest with a 40 member team, drawing 8,000+ attendees.
- Social Impact Volunteer – Volunteer teacher for children (3-8 years) under the “Knowledge for All” initiative by Umeed (2016).
- Awarded Diploma in Fine Arts (Painting) by Pracheen Kala Kendra, Chandigarh after 5 year training.
- Awarded Diploma in Classical Music by Bhatkhande Sangeet Vidyapith, Lucknow after 4 year training