



Summary

Business professional with 7 years of experience across business development, business analysis, and entrepreneurship, with experience in building businesses, managing strategic client relationships, and leading cross-functional initiatives. Demonstrated ability to translate market insights into growth strategies, optimize business operations, and drive measurable commercial outcomes through analytical thinking and execution excellence.

Professional Experience

7 years 2 months

Founder | Business Strategy & Operations

- Led end-to-end venture setup, including market assessment, business model validation, location selection, regulatory compliance, vendor onboarding, and workforce planning.
- Developed the business plan, operating model, revenue projections, and go-to-market strategy, **launching a 3,000 sq. ft. restaurant within 90 days.**
- Led a cross-functional team of **20+** employees across operations, procurement, customer service, and administration.
- Designed operational excellence frameworks and SOPs, improving service efficiency by **25%** and customer satisfaction by **40%**.
- Developed customer acquisition and loyalty strategies, increasing repeat business by **30%**.
- Implemented demand forecasting and inventory optimization, reducing waste by **20%** and improving profitability by **15%**.
- Negotiated strategic supplier partnerships, achieving **10%** procurement cost savings while ensuring supply continuity.
- Leveraged customer analytics to optimize pricing and promotions, increasing average transaction value by **12%**.
- Managed P&L, budgeting, cash flow, working capital, and profitability optimization.

Associate | HCL Technologies | Noida

- Bridged business stakeholders and offshore development teams across GWS, GCP, and Looker projects, ensuring requirement clarity and timely delivery.
- Gathered and translated business requirements into BRDs, FRDs, and SRS documents, reducing change request-related delays by **20%**.
- Collaborated with stakeholders to define reporting and analytical requirements, aligning technology solutions with business objectives.
- Supported project pricing validation and discount approvals through structured documentation and compliance with governance processes.
- Facilitated sprint planning, backlog grooming, release tracking, and cross-functional coordination using Azure DevOps and Vector, reducing delivery timelines by **15%**.
- Nominated for the Quarterly Best Employee Award** for outstanding project contributions and stakeholder management.

Assistant Marketing Manager | N.S. Engineering Projects Pvt Ltd | Kolkata

- Managed strategic B2B relationships with marquee clients including **L&T, Indian Oil, and Indian Railways**, ensuring alignment between client requirements and business objectives.
- Led end-to-end business development across industrial infrastructure product lines, including high-mast lighting systems, safety barriers, and customized engineering solutions.
- Conducted market intelligence and competitor analysis to identify customer needs, industry trends, and emerging business opportunities, supporting growth strategy formulation.
- Contributed to securing long-term contracts worth approximately **₹5 crore** through structured client engagement and solution-oriented selling.
- Coordinated with engineering, production, procurement, and logistics teams to ensure timely execution of client orders and project commitments.
- Acted as the primary interface between clients and internal stakeholders, improving communication efficiency and accelerating issue resolution by **30%**.
- Spearheaded integrated marketing initiatives and represented the organization at major industry exhibitions, strengthening brand visibility and generating a **25% increase in qualified leads.**

Education

Degree – B.Com, Ramanujan College, University of Delhi (2015–2018)

Accomplishments and Awards

- Received Leadership Award for driving business growth, client acquisition, and team leadership. N.S. Engineering Projects
- Recognition – Nominated for Quarterly Best Employee Award at HCL Technologies.

License & Certifications

- Global Masters Certification in Business Analytics – Michigan State University
- Executive Programme in Investment Banking and Capital Markets – IIM Calcutta
- French Certification – St. Stephens, Delhi University

Co/Extra-curricular

Leadership & Student Responsibilities

- Member, Placement Cell, Ramanujan College, supporting campus recruitment coordination and employer engagement activities
- Member, Equal Opportunity Cell, Ramanujan College, contributing to student engagement initiatives promoting inclusion and equal opportunity at campus.

Community Relief Initiative

- Volunteered with a social impact organization (Bodhisatva Foundation Charitable trust) during the COVID-19 pandemic, supporting community awareness campaigns on health, hygiene, and preventive measures.
- Assisted in organizing and distributing essential supplies to vulnerable communities affected by lockdown restrictions

Education & Employability Initiative

- Volunteered with a non-profit organization focused on improving employability outcomes for underprivileged individuals.
- Conducted English language and basic computer literacy sessions to help participants develop workplace-relevant skills.
- Mentored learners on communication, digital literacy, and professional readiness to enhance their employment prospects.