



Shivani Chauhan

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Summary

Business development professional with ~5 years of cross-industry experience in tech and consumer brands. Expert in launching and scaling high-impact go-to-market strategies, building strong brand presence, and delivering breakthrough revenue results through data-driven consumer insights and creative campaign execution.

Professional Experience

Business Development Consultant | Talent Titan | Gurugram

- Designed and executed a customised hiring plan for a leading manufacturing company, generating up ₹ 10 crore in business potential and closing ₹ 3 crore in revenue within six months
- Revived a dormant relationship with a multinational oil & gas client, generating ₹ 3 crore in business potential and realising ~₹ 54 lakh in revenue during the engagement
- Led the “Food and Administration Committee” for the Gurugram office, managing facility operations for 550+ employees and implementing efficiency measures that saved ~ ₹ 2.72 lakh/month in resource costs
- Recruited and mentored a team of four business graduates, reducing training time by 20% through practical, on-the-job learning tailored to HR tech industry sales

Business Analyst | Zomato Media Ltd. | Pune

- Managed ₹ 1.5 Cr average recurring revenue (ARR) portfolio across 130+ clients (alcobev, hotels, and restaurants), driving targeted advertising campaigns and engagement strategies to boost client retention and growth
- Optimized kitchen workflows and redesigned packaging for partner restaurants, cutting order rejections by 79% (1.2% to 0.25%) and safeguarding ₹ 25 lakh annually in potential losses
- Launched and scaled the Food Hygiene Rating program across 5,000+ restaurants, elevating brand trust and visibility by 25% and driving a 15% order volume surge in 90 days
- Improved menu image coverage from 35% to 73% for 3,000+ restaurants in six weeks, led to a 22% rise in menu-to-order conversions

Sales Manager | Zomato Media Ltd. | Pune

- Onboarded 25 new dining clients in underperforming zones of Pune, boosting market penetration by 12% and adding approximately ₹ 5 lakh/month to the city's GMV
- Transitioned 15 legacy partners in central Pune to paid advertising models, generating incremental monthly ad revenue of ₹ 2.1 lakh and driving 4,000 new app installs within one week of going live
- Led the launch of Zomato Pro & Contactless Dining post “Logout Movement” (Joint revolt by restaurant association against discounting), successfully onboarding 35% of clients independently and contributing ₹ 55 lakh/month to city revenue
- Conducted efficiency workshops for 50+ high-demand kitchens, reducing order preparation times by 20% and improving customer retention by 30%, positively impacting restaurant ratings and order conversions

Education

B.Tech – Shiv Nadar University (SNU), Greater Noida | India

Accomplishments and Awards

- “Extra Miler” Award (Top 5% employees) – Talent Titan, Q2 2024, for exceeding revenue targets and exceptional cross-functional collaboration
- “Alpha Performer” Award (Top 5% global salesforce) – Zomato (Q4 2019, Q1 2020) for exceeding revenue targets by 30%+ with NPS 72
- Selected as Strategic Communication Head and Health Awareness Project Lead for the Global Shapers Community – New Delhi Hub, leading a 15-member volunteer team to design and execute high-impact community initiatives
- Won gold at the Delhi State Powerlifting Championship achieving the highest deadlift in the overall group, surpassing 116 participants

- Secured State Rank 154, and School Rank 1 in the International Mathematics Olympiad organized by the Science Olympiad Foundation 2014

License & Certifications

- Lean Six Sigma Green Belt, KPMG
- ChatGPT and Generative AI for Management Consultants - Growth School
- Marketing Psychology and Consumer Behaviour – Udemy
- Digital Marketing – Udemy

Co/Extra-curricular

- Elected Secretary of IIM Ahmedabad's Fests Committee managing over 200+ members, spearheading the institute's flagship business and cultural fest
- Elected Associate Secretary of "Imprints", SNU's dramatics society managing 100+ members and increasing participation in inter-college stage and street play competitions
- Organised a Cancer Awareness Walkathon as part of the Global Shapers Community (by World Economic Forum) – New Delhi Hub, engaging 400+ participants to run in support of cancer research and awareness
- Volunteered with Ekohum NGO on cancer awareness drives, conducted surveys and collaborated with doctors to organize cancer screening in underserved communities
- Founded and led the Powerlifting Special Interest Group at SNU, mentored peers and promoted women's participation in the sport
- Served as captain of SNU's basketball team, led the team to multiple inter-college victories
- Organized multiple dramatics events as part of the core committee for Breeze, SNU's annual cultural fest hosting 35+ colleges and 500+ participants

