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Summary

I passed out from IIT Bombay and specialisation in Industrial Management. I have work experience of 3 years 5 months till now.

I am certified professional in Marketing Analytics offered by Darden School of Business with strong case studies about Company like AirBNB and Netflix.

My expertise lies in understanding the key questions affecting the business objective and gathering data, analysing, making a strong valued report.

Monitoring of key business metrics from Marketing campaigns and help companies get better ROMI. Improving the growth of leads through building strong content and designing the marketing posts.

Deducing the key insights from complicated data will effect business metrics. Have a good knowledge of Google Analytics and SEO analysis.

Complex queries using SQL in big query
and deep statistical analysis using python in Jupyter notebooks.

Good knowledge of Dax expressions in Power BI and creating live dashboards from database in server.

Proficient in predictive modelling, Customer churn, Clustering and Recommendation algorithms using python. Worked with libraries like numpy, pandas, scipy, matplotlib for analysis and visualising the dataframes.

Experience



Project Manager

Embibe

Jul 2020 - Present (6 months +)

- 1.Planning , organizing and completion of projects in given strict timelines.
- 2.Monitoring the progress of project and line up the resources based on scope of project.
- 3.Analyzing and Managing the project risk parameters.
- 4.Working with real time deadlines and communicated them consistently with the team.



Sales and Marketing head India

Apr 2019 - Dec 2019 (9 months)

Handled the total sales and Marketing Verticals of Adapt Ideations in the international and Indian market level.

- Cold calling in the process of market research to know the target market.
- Running the outbound marketing campaigns on LinkedIn through sales navigator and Dux-Soup.
- Worked with large data from marketing sources and segmented the target customers.

- Wrote blogs on products and shared them in various social media platforms like LinkedIn, medium etc..
- Attended the seminars and workshops for networking with the delegates about the company and demonstrating the products.
- Developed a business model and monitored the key business metrics like users acquisition, conversion ratio etc...
- Handled entire Indian business remotely from Mumbai through effective emails and proper channeling with the clients.



Regional Key Account Manager

Testbook.com

Aug 2017 - Mar 2019 (1 year 8 months)

1. Responsible for the revenue growth from all the own and franchise accounts across Rajasthan.
2. Improved the monthly, quarterly and yearly revenue growth from each account.
3. Forecasting the revenue for upcoming quarter using the past historic sales data.
4. Monitoring the key business metrics like total users, active users, retention rate, referral users etc...
5. Trained the accounts team with selling tactics and developed a sales pitch for strong conversion.
6. Responsible for the customer and franchise relationship in resolving the queries about products and business model.
7. Through Market Research, found potential POS(point of sales) which are based on geography and demographics of the users.
8. Played a key role in franchise expansion by pitching about the business model and the yearly/monthly profits earned by the franchisers.
9. Taken key decisions like pricing of the regional products and guess estimation of the leads vs conversion.
10. Created daily, weekly and monthly sales reports and reported them to the core team.
11. Took an active part in the formulation of business strategy plans with the core team.
12. Managed a telesales team and improved a growth of 30 percent in Quarter sales through telesales.
13. Executed marketing activities like 'Pass-Sarkari Naukri' and helped in growth of leads count by 15% Quarterly.
14. Worked with Finance team for auditing the sales reports. tax invoices and inventory calculation weekly.
15. Successfully audited the entire Rajasthan region with no controversies over expenses and Revenue.



Content Specialist

Toppr

May 2017 - Jul 2017 (3 months)

Solved IIT JEE questions with detail solutions and found the errors in video content, questions related to the competitive exams. Learnt the basics of SQL language with the data analyst team and had a great time with the team of toppr.



Publicity Coordinator

Techfest, IIT Bombay

Oct 2015 - Dec 2015 (3 months)

Techfest - Asia's largest technical fest.

Worked in publicity department in Techfest and involved in printing the promotion collaterals, footfall Registration for the various events in Techfest. Handled the hospitality of Various scientists who visited

the fest. Security check, issuing the event certificates and workshops posters are handled by me under the coordination of Techfest manager of publicity .

Education



Indian Institute of Technology, Bombay

B.Tech, Civil Engineering

2013 - 2017

Licenses & Certifications



Machine Learning with Python - Coursera

VL8CEREPWNPL



Data Analysis with Python - Coursera

XTCTJCWSRAS6



Marketing Analytics - University of Virginia Darden School of Business



Analyzing and Visualizing Data with Microsoft Power BI - edX



Databases and SQL for Data Science - Coursera

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Google Analytics for Beginners - Google

Issued Jun 2020 - Expires Jun 2023



Advanced Google Analytics - Google

Issued Jun 2020 - Expires Jun 2023

Skills

Microsoft Excel • Sales & Marketing • Machine Learning • Strategic Planning • Project Management • Business Analysis • Research • Data Visualization • Microsoft Office • Microsoft Word