



Vamsi Krishna Sanapala

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ACADEMIC QUALIFICATIONS

MBA	Institute of Management, Nirma University, Ahmedabad (2017-19) CGPA: 2.392/4.333	Major: <i>Marketing</i> Minor: <i>Operations</i>
B. Tech	Miracle Educational Society Group of Institutions, Andhra Pradesh (2015) Percentage : 59.29%	<i>Computer Science</i>
XII	Sri Chaitanya Junior College, Vijayawada, Andhra Pradesh (2011) Percentage : 81.40%	
X	Sri Krishnaveni Residential Talent School, Vijayawada, Andhra Pradesh (2009) Percentage : 86.16%	

WORK EXPERIENCE

Think & Learn Pvt. Ltd. (BYJU'S)	Business Development – Associate April'21 - Present <ul style="list-style-type: none">Responsible for revenue generation of the company by selling the range of productsUnderstanding the customer by direct interaction (or) call (or) virtual conduction and persuading them to consider the product so as to cater their need (their children's education)Rapport (or) Relationship building, Need generation and mapping with product and handling objections of the customer, making them to consider the productProduct demonstration, price negotiation and sharing knowledge on available financial tools, so as to ease the customer purchase powerCustomer segmentation (or) lead quality assessment by analyzing the customers based on demographic, geographic and other details that fetch from the CRM (Leadsquared)Maintaining the CRM (Leadsquared) hygiene, so that the utilization of leads are done to the fullestLead sourcing from enrolled customer channel and any other channels possibleMaking weekly reports of the work done by involving details of the customers interacted, processed to pipeline, enrolled and also the rejected customers (to analyze and get feedback)
Heidelberg Cement India Limited (HCIL)	Deputy Manager – Marketing & Sales July'20 – October'20 <ul style="list-style-type: none">Promoted as Deputy Manager, and responsible for Institutional & Key Account business of the organization, in the Bhopal Territory (Comprising of Bhopal, Vidisha, Raisen, Sehore, Hoshangabad, Rajgarh and Shajapur districts) Management Trainee – Marketing & Sales July'19 – June'20 Institutional & Key Accounts Management in Bhopal Territory as Management Trainee <ul style="list-style-type: none">Focused on Business Development for the segment of the company in the respective TerritoryResponsible for Institutional business in Bhopal, Hoshangabad, Rajgarh and Shajapur districtsHandling Key Accounts (Real Estate firms & Contractors of Government Projects) of the company in the above mentioned areasResponsible to Procure volumes, pricing and distribution of material at required destinations of the key accountsSourcing the new leads from various channels and adding them to clientele (or) network expansionHave added 10 new accounts to the business network, resulting in increment of volume of 12000 MT due to these respective accountsAlso focused on operating SAP operations at the distributor and responsible for generating various reports and analyzing the same for business development

PROJECT/INTERNSHIP

Summer Internship	Sales and Marketing Intern, AMUL(GCMMF) April'18 – June'18 Project Title: 'Increase market penetration for Amul products using order and sales data available with distributor' <ul style="list-style-type: none">Responsible for increase in sales of Amul products in retail stores under the distributorResponsible for increase in total product sale of Amul and to reduce dead outlets Project Title: 'Increase footfall and awareness of Café Amul, Ahmedabad' <ul style="list-style-type: none">Increased sales and footfall in Café Amul, Sola area, through promotional activities
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Graduation Project

Exam Fee Management System

- Developed Web Application which enhances the traditional procedures, using PHP programming and JAVA as backend
- Simplified the processes like fee payments, receipt generation, due lists of the students from different departments.
- Introduced system of message reminders to the students through website application.

EXTRA CURRICULAR ACTIVITIES

Elected Role

Student Coordinator of Clique-IT club of IMNU

- Responsible for organizing Information Technology related workshops and events
- Planning the event involves Brain Storming to design the event, budgeting, resources, marketing (Poster Designs, Pitching, Digital Presence) and taking feedback
- Pitching the event details and all to the sponsors and on-boarding them that helps their brand to reach

Event Management

- Member of the organizing committee responsible for conducting a **Symposium** on Cloud Computing conducted in our graduation
- Member of the organizing committee of Intra College fest “**Prathiharya**”

AWARDS & ACHIEVEMENTS

- Achieved certificate in **Digital Marketing** by **Digital Nest, Hyderabad**
- Achieved certificate in **R Analytics** from **KPMG** in Marketing
- Pursuing certification in **MySQL for Data Analytics and Business Intelligence** from **Udemy**