

Sai Ravindranath Devina

Associate BD Manager

Result oriented professional with 3+ years of experience in Business Development and Supply Management. Looking to obtain a position in Business Development/Supply Management in a fast-paced organization which will enable me to use the best of my professional ability with high level of commitment

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📍 Visakhapatnam, India

WORK EXPERIENCE

Associate Business Development Manager TalentSprint Pvt Limited

09/2020 - 10/2021

Hyderabad

Ed-tech firm

Achievements

- Promoted in 6 months for leading a team to manage 100+ stakeholders contributing to 12% of company's revenue
- Consistently achieved > 100% of the targets for 2 cohorts (with 100+ students, yearly worth **INR 3 Crores**)
- Reduced marketing spends by **24%** by removing redundancies in spend, ensuring conversion

Area Supply Manager

OYO Apartment Investments LLP

05/2019 - 09/2020

Hyderabad

Real-estate

Achievements

- Conducted market research & worked on market penetration strategies, supply up by **300+ live beds**
- First ASM in Hyderabad to make **550+ beds live** with 9 properties, supply conversion up by **33%**
- Onboarded corporates and bagged a contract of **1CR** of revenue

Business Development Associate

Think & Learn Pvt Limited (BYJU's)

07/2018 - 04/2019

Vijayawada

Ed-tech firm

Achievements

- Generated **2 lakhs+** revenue in a week for 3 consecutive months in a tier-2 city
- Worked for 4 different tier-2 cities & had generated a revenue of **36 lakhs**
- Worked on potential apartment campaigns, conversion up by **26%**

EDUCATION

Post Graduate Diploma In Business Management

NMIMS Deemed to be university

05/2019 - 10/2021

BTech in Mechanical Engineering

MVGR College of Engineering

04/2014 - 04/2018

SKILLS

Sales

Business Development

Team Management

B2B Sales

Inside Sales

B2C sales

MS Office

PROJECTS

Worked with Business Head to conduct market analysis and identified potential market places for OYO growth.

Designed marketing campaigns for BYJU's Discovery School Super league for organic lead mining.

Completed my project on "Study of the effectiveness of Online Marketing On Integrated Marketing Communication"

Designed marketing strategy with value proposition, predicted customer churn rate for Bharti Axa Insurance

ACHIEVEMENTS

Glad to share that I had worked with unicorn startups i.e BYJU's & OYO.

Was awarded top performer of Supply function for 3 consecutive months.

Was awarded Best Workmanship for the quarter May-August 19 by the Country Head of OYO Life.

Responsible for Post sales queries & escalations, had achieved highest NPS score i.e 78%

Clocked lowest churn rate and resulted in long term partnership with our stake holders

LANGUAGES

English

Full Professional Proficiency

Telugu

Native or Bilingual Proficiency

Hindi

Limited Working Proficiency

INTERESTS

Traveling

Cooking

Reading

Cricket