



RUHEE KUMARI

Business Development MANAGER

PROFILE

Master-level business development consultant with an entrepreneurial mindset and over 7 years of success in the areas of business and operations management, new business development, and sales and marketing. Analytical, innovative professional with strong business acumen and deep technical knowledge dedicated to leading teams in meeting and exceeding operational targets.

Having experience of B2B and B2C management and can overcome obstacles.

EXPERIENCE

Manager -Business Development|91squarefeet and R-Dash

2023 Feb -Present

- Lead a team of multi-layered business development individuals across one's region to drive business-development, along with an IC role.
- Identify new markets, drive expansion to new geographies
- Lead high ticket size/key transactions with corporate clients from the front(worked with Brands like- Kalamandir,Khazana jewellery project value 5cr. -6cr.)
- Develop new business acceleration strategies at Pan India level, examine risk, and roll out executions plans.
- Manage MIS and P&L of the Business Development unit.
- Have constantly travel intra-city and inter-city for closure of deals.

Customer Success Manger| Powerplay (SAAS)

Feb 2021 - Feb 2023

- Lead the Customer Success function by training, engaging and developing my team of 5 members.
- Handling 100+ accounts with team including Enterprises, Got NPS rating 10 fom 150 users .
- Highly Interacting with Product team for the Feature Improvement as we have raised 250+ tickets in last 6 months
- Increased MRR by 50% by constant coordinating with Sales team and Marketing team .
- Reduced Churn Rate to 60% by analyzing the churn Pattern over the period of time.

Business Head/Co-founder| Runiq Celebrations

Dec 2019 - Jan 2021

- I started with building the business from scratch. Created multiple channels for revenue generation & increased the revenue by 60-65% over a period of time.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors
- started with doing Marketing ,Pre-sales ,sales, Retention by myself to building a team of 10 members and strategize their way to achieve maximum Revenue in shorter duration.

Senior Business Dev Manager | Space Clap

June 2017 - Nov 2019

- Consistently generated more than targeted revenues .
- Responsible for achieving sales targets by working with a talented group of interior designers
- Worked hand-in-hand with clients to help design their dream-house. In our routine feedback survey, 90% of all my clients were satisfied with my work.

CONTACT



Address

Hsr Layout, Bangalore



Phone

+91 8310695161

+91 8296621876



Mail

ruhee.in@gmail.com

EDUCATION

- MBA (MARKETING), M S RAMAIAH INSTITUTE OF MANAGEMENT STUDIES, BANGALORE
JULY 2015 - MAY 2017
- BBA, BIT MESRA, RANCHI
MAY 2012 - MAY 2015

ACHIEVEMENTS

- HIGHEST INCENTIVE EARNER FOR CONSECUTIVELY 3 MONTH IN 91SQFT
- AMONG THE FIRST FEW PERSONS TO BE PROMOTED IN POWERPLAY
- INCREASED MRR BY50% BY COORNIDATING WITH SALES TEAM
- CONSISTENTLY GENERATED MORE THAN TARGETED REVENUES FOR SPACECLAP BETW DEC'18 - SEP' 19

PRO.SKILLS

- ZOHO
- CRM
- Microsoft Excel
- Customer Support Tool- Mixpanel, smartlook, Redash
- Wordpress
- Research work and Data Analysis
- Account Management
- Planning and implementation of Strategy Management and Interpersonal Skill Process optimisation
- Up-selling
- Sales Strategy