



Arnav Sudhansh Itikyala

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SUMMARY

Versatile and results-driven professional with a rich background in strategic planning, project management, data analysis, and customer relationship management. Equipped with a blend of technical acumen and customer-focused experience, ready to deliver exceptional results in roles ranging from Business and Data Analysis to Customer Success and Strategic Account Management.

EXPERIENCE

Freelance Business Consultant (Growth & RevOps) | Multiple

December 2022 - Present, Europe & India

- A few clients include remoteambition.com (AI-enabled recruitment), aiplanet.com (LLMs for enterprises), and alluringaccessories.in (e-commerce).
- Conducted in-depth market research and competitive analysis to recommend strategic growth opportunities and enhance product offerings.
- Assisted in creating & improving GTM strategies; monitored and adjusted the implementation based on market dynamics and executional challenges.
- Presented findings and recommendations on a biweekly basis, fostering relationships and ensuring alignment on project goals tied to growth & retention.

Marketing - New Products | Libon

April 2021 - November 2022, Paris, France

- Evaluated market trends and recommended potential expansion opportunities to CXOs, in a telecom start-up. Coordinated the development of new products launch, that brought in a revenue excess of 110,000€ per month.
- Spearheaded the gradual launch of 2 new products in 22 international markets, exercised data and market insights to plan and executed successful go-to-market strategies and assessed their performance to stabilize in maturity.
- Modeled pricing strategies and catalogs for new product's life cycles, drew on data related to competitors and consumer behavior, which led to an increase in adoption by 22% and retention by 48%.
- Synthesized market data and trends to inform strategic decisions, contributing to significant product adoption and retention improvements.
- Managed and analyzed the launch of two key products internationally, integrating customer feedback into actionable strategies for market expansion.

Senior Operations Manager | Awign

January 2020 - October 2020, India

- Managed a team of 8 operations' executives, in a fast-paced startup environment, who's responsibilities encompassed delivery of a seamless on-ground operations, monitoring project performance and coordinating with cross functional team.
- Pioneered and managed strategic operational projects during a global crisis, which led to the development of new revenue streams of 13% extra revenue in a month and improved customer retention.
- Utilized data analytics to drive process optimizations, achieving a 20% cost reduction while maintaining project delivery excellence.
- Engineered and optimized operational workflows using low code hacks, leading to a 50% reduction in processing times and freeing up 25% of teams' bandwidth.

Sales & Restaurant Ops Manager | Swiggy

June 2019 - January 2020, India

- Co-managed P&L of 4 tier-ii cities, headed new and existing accounts, with a team of 12 sales managers, for a leading food delivery start-up, enhanced the team performance with regular mentoring and monitoring.
- Led category management and strategic sales initiatives, resulting in a 9% revenue increase through improved customer satisfaction and account growth.
- Directed data-driven strategies for product optimization and market alignment, enhancing both customer engagement and business outcomes.

Key Account Manager | Uber Eats

September 2017 - June 2019, India

- Nurtured strong relationships with 100+ key accounts ranging from enterprise brands to hyper local brands, with a consultative approach that included understanding their internal constraints and suggesting best practices.
- Developed and executed account and customer success strategies, which increased market share by 35% and solidified customer relationships.
- Analyzed performance data to guide strategic improvements, directly impacting customer satisfaction and partner retention.
- Monitored performance of 3 major cities' i.e., 75% of Uber Eats' quarterly revenue using data analytics tools such as Excel, SQL, and Tableau, presented reports to partners with actionable insights.

CEO/Co-founder | Plantastic Private Limited

December 2012 - September 2017, India

- Led, developed, and executed multiple events for 20+ corporate clients, that include Below the Line & TTL promotions, events included employee engagement events, trade shows and conferences, generating a revenue of 170,000€ in a year.
- Identified, approached, and grew pipeline of customers through networking, cold calling, email campaigns, digital marketing campaigns and organized their data through CRM, increased 8% customer retention quarterly.
- Oversaw, analyzed, and improved daily operations, client relations, event logistics based on post-event analysis, and client feedbacks, strengthened customer satisfaction, increasing Google business rating from 3.5 to 4.2 stars in a year.

Supply & Category Expansion Specialist | Airbnb

November 2015 - January 2017, India

- Analyzed and benchmarked existing supply to identify growth opportunities and set up the host network, resulting in an increase of 20% of hosts in the network, improving the user experience.
- Increased the number of listings in south India from 300 to 6000 in 12 months through lead generation, sales, and online marketing, while ensuring to meet Airbnb's quality standards.
- Executed deals and planned partnerships for market activation; generated \$200K in revenue; and increased active host accounts by 2% by identifying hyperlocal initiatives and projects via networking.

EDUCATION

Masters in Management of Information & Knowledge Systems | Université Paris 1 Panthéon-Sorbonne

Minor in System Dynamics, Paris, France, 2022

Master of Business Administration | Université de Bordeaux

Bordeaux, France, 2021

SKILLS

Strategic Planning & Execution, Data Analysis, Business Intelligence, Customer Relationship & Success Management, Project & Operations Management, Financial Modeling, Market Analysis, Analytics, Communication, Stakeholder Engagement, Problem-Solving, Decision Making, Improvement, Cost Optimization, Agile Methodologies, Scrum, Team Leadership, Cross-Functional Collaboration Empathy, Adaptability in Customer Interactions Time Management, Organizational Skills, Curiosity, Problem Solving, MailChimp, HubSpot, CleverTap, Google AdWords, Google Analytics, Facebook, Instagram and LinkedIn Ads, Data Analytics, Advanced Excel, SQL, Tableau and Power BI.