

# Aditya Ranjan

Business Consultant

Aditya Ranjan has 3+ years of experience in Consulting, Account Management, Sales and Data Analytics



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8971519450

## SKILLS

Business Consulting

Account Management

Marketing Strategy

Market Research

Data Analytics

Data Visualisation

MIS Reporting

Tableau

Advanced Excel

Powerpoint

Sales Strategy

## LANGUAGES

English



Hindi



Nepali



## INTERESTS

Sports

Blogging

Reading

## WORK EXPERIENCE

### Business Advisory Consultant

Accenture

06/2017 – Present

Bangalore

Achievements/Tasks

- Worked in a client facing role across diverse industries and helped them in accelerating sales through data analytics and management insights
- Helped in the sales transformation of an automobile client by implementing analytical levers and on-ground execution and tracking of insights
- Part of the offshore team for a multi billion dollar Pharmaceutical client, working as the lead for CVM therapeutic area and ensure the timely delivery of reports and dashboards
- Responsible for creating new business proposals for potential clients

### Assistant Manager- Account Management

Dr Reddy's Laboratories

05/2016 – 06/2017

Hyderabad

Achievements/Tasks

- Responsible for the representation and sale of DRL products with Key Accounts based upon brand priorities for each account while managing, developing, and building upon sustainable and profitable businesses
- Collaborated with cross functional teams and leveraged project resources to create deliverables through all phases

### Summer Intern

Hindustan Coca Cola Beverages

04/2015 – 10/2015

Achievements/Tasks

- Conducted opportunity mapping for the entry of Coca cola into different beverage segments.
- Played an active part in the India launch of a billion-dollar brand. (Online as well as Offline)

### Account Service Associate

Akamai Technologies

10/2013 – 05/2014

Bangalore

Achievements/Tasks

- Responsible for delivering value confirmation reports to Akamai's strategic customers by using internal portals, tools and dashboards

## EDUCATION

### Study Program

IMT Ghaziabad

06/2014 – 04/2016

Courses

- MBA- Marketing

### Dayananda Sagar Junior Business School

Institution/Place of Education

06/2010 – 05/2013

Courses

- Bachelor in Business Management-Finance