

# Rahul Anand

## Strategy & Growth

I am a seasoned professional with 7+ years of experience across the business including category, operations, product & marketing in travel & e-commerce with last 5 years focused on P&L management



### Contact

#### Address

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#### Phone

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### Skills

Digital GTM

●●●●●  
Excellent

Growth  
Marketing

●●●●●  
Excellent

Marketing  
Strategy

●●●●●  
Excellent

Problem  
Solving

●●●●●  
Excellent

Creative  
Thinking

●●●●○  
Very Good

Operations  
management

●●●●●  
Excellent



### Software

Google  
Analytics

●●●●●  
Excellent



### Work History

2019-03 -  
2020-10

#### Manager, Revenue Management

*OYO Hotels (Pan India), Gurgaon, Haryana*

- Manage the complete P&L of the category
- Supply: Acquisition of hotel partners
- Content management & operations: Define the content roadmap along with the various options for the market. Adoption of technology and new processes
- Demand: Develop the traction strategy & channels to meet the target sales
- Possessed deep understanding of all traffic-driving mechanisms (Search, Affiliates, Email, SEO, etc.) and actively engaged in the utilization of those channels for the business

2017-04 -  
2019-02

#### Co Founder/Product Owner

*Noveau Horizons pvt ltd, Delhi, Delhi*

- Led, create and launch market-leading product offerings in partnership with sales, marketing, engineering, user experience and support
- Responsible for establishing end-to-end processes for merchant on-boarding and relationship management, consumer understanding, digitizing the merchant stores, understanding the data of sales to improvise the inventory & launch marketing campaign to increase sales, sales force hiring
- Developed and implemented favorable pricing structures balancing firm objectives against customer targets

2015-11 -

#### Senior Business Analyst

Adobe Omniure	●●●●● Excellent
MS Excel	●●●●● Excellent
SQL	●●●●○ Very Good
Power Point	●●●●● Excellent

## Education

2008-08 - 2012-08

### **B.E. : Electronics & Communication Engg**

NSIT, Delhi University - New Delhi

**2017-04**

*Shopclues.com, Gurgaon, Haryana*

- Analytics ownership for marketplace including sales, traffic, conversions, customer behavior and spend patterns - Improved traffic quality by monitoring engagement metrics viz. Bounce rate, time spent, Visit to PDP, repeat vs New visitors at a channel and landing page level
- Helped Marketing Leaders and Category Managers with margins, sales trends, product pricing, market trends, analysis, performance reviews and marketing calendar
- Created new analytical systems to boost vital business metrics visibility

**2014-11 -  
2015-11**

### **Knowledge Analyst**

*Blogworks, New Delhi, Delhi*

- Handled clients' accounts and their annual strategies and campaign execution
- Created paid campaigns for social media, including follower acquisition
- Content management for brands' social media pages, in addition to management of their online communities

**2013-12 -  
2014-11**

### **Business Analyst**

*Stalkbuylove.com, New Delhi, Delhi*

- Synthesized business intelligence data to produce reports and polished presentations, highlighting findings and recommending changes
- Successfully executed and optimized Facebook and Google ads budgets with increased revenues
- Data analysis and building possible solutions - Optimized the wastage of fabrics