

Riya Ramu

Strategy Consultant

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Immediate Joiner | PMP Certified



PROFESSIONAL SUMMARY

Strategy and Business Operations professional with experience at **Accenture**, focused on turning business goals into clear execution plans, structured reporting, and measurable outcomes. Experienced in managing end-to-end workflows across **strategy, commercial performance, and cross-functional operations**, with a strong ability to align stakeholders, bring clarity to ambiguity, and drive consistent execution.

WORK EXPERIENCE

Accenture - Growth and Revenue Strategy Consultant

Jan 2024 - Sep 2025

- Acted as a functional consultant for a privacy-first **Agentic AI solution** by defining the product roadmap and digital consumer journey; managed the end-to-end lifecycle from ideation to MVP, authored PRDs and user stories, and led UAT and validation workshops with C-suite stakeholders
- Led strategy and execution for global clients by translating business goals into clear action plans across marketing, product, and data teams; worked closely with senior stakeholders to drive alignment and delivery
- Built and tracked commercial performance through **dashboards and campaign analysis**, identifying key drivers, gaps, and opportunities to improve pipeline health and business outcomes
- Designed and implemented end-to-end go-to-market and growth strategies, including a roadmap to scale a global brand from **\$2M to \$100M** by defining core metrics, pricing, and expansion plans

Hero Project : Fixing Loyalty Redemption Drop-offs - SKII, P&G Japan

Addressed rising customer complaints that threatened engagement with the loyalty program and digital redemption. Analysis revealed that many users tried redeeming points on the expiry day, but backend time-zone differences caused **premature expiration**. Introduced a quick fix by aligning expiry timing across systems and initiated a long-term platform consolidation. These actions **reduced complaints by 20%+** and helped sustain loyalty program engagement.

Welspun Living Ltd. - Business Operations & Strategy (D2C & Digital Growth)

Jul 2021 - Jan 2024

- Owned end-to-end business operations and P&L for the D2C channel (AED 4M revenue), driving **58% YoY growth** through structured planning across pricing, promotions, and performance marketing
- Built and executed growth strategies using customer and performance data; **improved conversion rates by 150%** and average order value by 12% through UI/UX enhancements, personalization, and backend optimization
- Set up and managed martech and reporting systems (**Salesforce, Google Marketing Platform, Meta**, etc.), improving campaign effectiveness and enabling better decision-making; increased ad conversion rates by 10%
- Led cross-functional execution across product, marketing, and supply chain teams, improving site performance, optimizing inventory movement, and reducing costs while ensuring smoother operations
- Launched new digital initiatives like WhatsApp-based conversational commerce and **automated CRM journeys**, increasing repeat purchases, engagement, and overall customer retention

Hero Project : AI powered Cross-Brand Promotional Campaign - TATA Croma

Conceptualized and executed a cross-brand promotion with TATA Croma across all stores in India, combining in-store activations and AI-powered chatbots. Designed a coupon-based system linking purchases between brands, driving category-focused engagement and achieving a **12% increase in average order value (AOV)**.

Cognizant - Programmer Analyst

Feb 2018 - May 2019

- Designed and implemented custom configurations of an application, enabling secure file transfer between platforms
- Collaborated with clients to develop custom models that optimized application performance and met business needs

EDUCATION

- **PGDM (Strategic Marketing and Communication)** - MICA, Ahmedabad, India **2021**
Scholarship Recipient - MICA Annual Academic Scholarship
- **B.Tech (Electrical and Electronics Engineering)** - Rajagiri School of Engineering and Technology, India **2017**
Open Merit Complete Tuition Waiver Scholarship – MG University

CORE SKILLS AND TOOLS

- **Strategy & Business Problem Solving:** Growth Strategy, Go-to-Market Planning, Market & Opportunity Assessment, Business Model Evaluation, Pricing & Revenue Strategy, Structured Problem Solving
- **Commercial & Operational Excellence:** P&L Understanding, Financial Analysis & Forecasting, Performance Tracking, Process Optimization, Cross-Functional Execution, Stakeholder Alignment
- **Analytics & Insight Generation:** Data Analysis, KPI Definition & Dashboarding, Funnel & Conversion Analysis, A/B Testing, Translating Data into Actionable Insights
- **Tools & Platforms:** SQL, Google BigQuery, Power BI, Tableau, Salesforce, Google & Meta Ads, CRM & Marketing Automation Tools

ADDITIONAL INFORMATION

Achievements

- Certified Project Management Professional (PMP)

Awards and Recognition

- Leadership Essentials Recognition – Client-Centricity | Accenture
- Digital Excellence Award – E-commerce Transformation | Welspun
- Shining Star Award – UI/UX Improvements | Welspun
- Shining Star Award – Customer Centricity | Welspun

Entrepreneurial Experience, Scribble Out Loud - Co-founder

Dec'19 - Nov'20

- Established an initiative that specializes in content writing including SEO specific blogs and website content as well as CVs, SOPs & cover letters for students