

# Rahul Shetty

## Business Consultant

### CONTACT

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### SOCIAL

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### QUALIFICATIONS

#### Master of Business Administration

(Supply Chain Management, Project Management, Marketing, Business Strategy)

CGPA: 6.81

ICFAI Business School, Hyderabad  
(2014 - 2016)

#### Bachelor of Engineering (Mechanical Engineering)

Overall Percentage: 59.6%

Alva's Institute of Engineering and Technology, Visvesvaraya Technological Institute  
(2010 - 2014)

Experienced business management consultant seeking a position in a future-oriented organization with the ability to assist clients in analyzing, implementing and evaluating business projects to meet performance expectations utilizing varied business practices, core competencies and key skills.

### EXPERIENCE

#### Bridgeway Consultants | Brand Consultant

Hyderabad, India (March 2019 - present)

#### Industry Experience:

##### Home Interior Solution Provider

- Responsible for conceptualising and launching a customised end-to-end home interior solution provider that creates the home that one has always dreamt of.
- From conducting primary market research, creating the brand key, setting up business processes, deciding business locations, to continual marketing consulting; were some of the tasks undertaken.
- The interior solution provider space, with a market size ranging between ₹1,45,670 Cr. to ₹2,18,505 Cr.; and a CAGR of >7% over the next 5 years. I couldn't resist the opportunity to establish SpaceUP in this ever-growing market.

##### Retail

- Responsible for entirely managing a Furniture Retail Organization, responsibilities included operations, expansion, sales. Along with setting SOPs and policies.
- Issues faced by the business prior to the engagement were the product portfolio, the target audience, distribution channels, overall brand image, i.e., being considered as an unorganized player and the missing 'wow factor' that would delight any individual who has had an engagement with the brand.
- Post the engagement, the brand has maximized its horizons by going digital, with its state of the art e-commerce website. The brand's offerings can also be found on leading e-commerce marketplaces like Amazon
- The brand started off as a single store now has 6 outlets in prime locations in Hyderabad with a vision to add 2 outlets each year. In terms of the bottom-line growth, there has been an increase which is well above the industry growth rate.

##### Miscellaneous

- Worked on marketing and branding pitches for clients in the following industries
  - Electric Vehicles
  - Fashion Retail (Men & Women)
  - Real Estate
  - Healthcare

## SKILLS

- Business Strategy
- People Management
- Business Development
- Public Speaking
- Time Management
- Teamwork
- Cross-Functional Team Management
- Market Research
- Conflict Resolution
- Digital Marketing (SEO, SMM, SEM)
- B2B Sales
- Adaptability

## INTERESTS

**Athletics:**  
Football, Running, Cycling, Swimming

**Sports:**  
Mountain Biking

**Volunteer Work:**  
Movember Foundation

## ADDITIONAL INFO

Driving license (India)

## PERSONAL PROFILE

**Date of Birth**  
24<sup>th</sup> October 1992

**Gender**  
Male

**Nationality**  
Indian

**Languages**  
English  
Hindi  
Tulu  
Marathi  
Telugu (novice)  
Kannada (novice)

**Think Ventures Business Services | Associate Consultant**  
Hyderabad, India (May 2018 – Dec 2018)

**Specialization:**  
Digital Transformation (DX)

**Industry Experience:**  
Healthcare

- Closely worked with a leading healthcare brand in Hyderabad, in acquiring a children and women's speciality hospital. Notable contributions to the project are due diligence and asset valuation.
- Due to an impressive turn around in operations within 14 months, the children and women's hospital was acquired by another major player in the healthcare industry at 400% higher cost of initial acquisition.

Rental

- Worked on the Strategy Map intended to open new avenues to increase sales for rental laptops.
- Successfully opened 3 untapped channels to improve laptop rentals, which motivated the client to award us the strategy project for the other verticals.

Technology

- Enabled a Smart Bot company to successfully partner with Digital Marketing, Website Maintenance firms along with training institutes to increase their user base.
- Research on the price and the features was also conducted, where a Freemium model was proposed and implemented.

**Think Digital Marketing Solutions LLP | Manager (Digital Marketing/ Business Development/ Projects)**  
Hyderabad, India (March 2016 – April 2018)

**Detailed Role:**

Project Manager

- Conceptualised and implemented a streamlined process for designing and developing Website/Mobile Application tailor-made to fit the Client's needs.
- Budgeting and allocating resources to ensure the optimal utilisation, which also included setting and meeting timelines.
- Primary point of contact for the Client and the key link between the Management, and the internal teams.

Digital Marketing Lead

- Managed a team of 7 Digital Marketers and 3 Designers who have collectively worked on 25+ clients in the Food & Beverage, Health & Wellness, Education, Sports Institute, Fashion Retail, Jewellery Industry.
- Campaign Strategy, Execution, Lead Generation and Client Servicing were amongst the primary roles.

Business Development Manager

- Worked on potential prospect profiling as a part of the business development activities.
- Conceptualization and creation proposals, and pitched it to prospects and on-boarded clients with a success rate of above 40%; owing to persistent follow ups.

**Industry Experience:**

### *Manufacturing (B2B)*

- Responsible for setting up the digital presence for a pipe manufacturing firm based in Hyderabad to expand their geographical boundaries. The digital transformation empowered the brand to secure at-least 7 international projects.

### *Real Estate (B2C)*

- Digitally empowered a brand in this industry by creating a customer centric website for an upcoming property in the outskirts of Hyderabad.
- The promotions were via Social Media, Search Engine and offline promotions; which enabled the sale of 5 apartments with an average ticket value of 15 lakhs. Their overall investment in the digital activities was 5 Lakhs.

### *Food & Beverage*

- Conceptualised on a Cafe from scratch and helped rebrand a reputed nightclub in Hyderabad.
- The branding was followed by extensive online and offline promotions amongst its audience to enable maximum walk-ins.

With similar experiences in Health & Wellness, Education & Fashion Retail has enabled me to improve my knowledge and expertise in this field.

## INTERNSHIP

### **Karamtara Engineering Pvt. Ltd. | Management Trainee**

*Mumbai, India (February 2015 – May 2015)*

- As a part of the Summer Internship Program, I've had the opportunity to work on a PGCIL tender along with successfully on-boarding a firm in Bogota, Colombia as a vendor for EPC projects.
- Along with being nominated for the best summer internship project "Transmission and Distribution business overview for the Indian and Global Market" by securing graded "A" for excellence in data research and implementation.

## ACHIEVEMENTS / EXTRA CURRICULAR

- Represented Telangana in the 17th & 18th Mountain Biking Nationals (2020, 2021)
- Nominated for best Summer Internship Award, IBS Hyderabad, 2015.
- Won the inaugural VAPS Super League (Football), 2014 held at IBS Hyderabad by VAPS, official Sports Club of IBS Hyderabad.
- Lead and secured first place for the project titled "Design and Fabrication of a 4-wheel Hybrid Vehicle for Highways" in the project exhibition, 2014 at Alva's Institute of Engineering and Technology (AIET), Karnataka, as a part of the degree of Bachelor of Engineering.
- National Cadet Corps 'B' and 'C' certificate holder.

## LEADERSHIP

- Final Year Engineering Project Leader, 2014.
- Captain of the Engineering Team, 2013-2014.
- Team Leader, Think Digital Marketing Solutions LLP, 2016-2018.