

ANKITA PODDAR

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ABOUT ME

A results-driven professional with a proven track record in sales, marketing and operations across diverse industries, including beauty and wellness, real estate, and food tech. Adept at driving category growth, developing innovative strategies, and enhancing partner and customer experiences through data-driven decision-making. Recognised for achieving revenue targets, scaling operations, and mentoring high-performing teams.

PROFESSIONAL EXPERIENCE

2021-NOW | URBAN COMPANY | CATEGORY MANAGER

- Led the successful expansion and scaling of Beauty and Home Services categories, launching 3 subcategories and managing a business of \$307K driving 30% YoY revenue growth.
- Successfully executed data-driven strategies for partner retention and growth, expanding the partner base to 3,000+ across clusters and improving retention by 35%.
- Acted as quality custodian across clusters, leveraging NPS data driving a 20% reduction in complaints and enhancing average customer ratings from 4.2 to 4.8, through service standardisation and up-skills of partners.
- Mentored a high-performance team of 10, fostering a culture of excellence, accountability, and collaboration.
- Conducted strategic analysis of hub designs and collaborated on city-level initiatives to optimise partner earnings by 40%, improve partner experience by 80%, and ensure sustainable growth and profitability.
- Piloted the UC Masters Program in Kolkata and Bangalore, building a robust supply pool accounting for 60% of new Cleaning category supply in 2024, while expanding supply depth during peak seasons to reduce demand loss by 15%.
- Collaborated with the product team to drive 90%+ adoption of Subscription and Barcode scanning features with minimal intervention, cutting processing time by 40% and improving operational efficiency.
- Analysed Customer insights to identify bottlenecks and implement corrective actions leading to a 20% increase in repeat customers.

2021 | HOUSING.COM BY REA GROUP | SENIOR ACCOUNTS MANAGER

- Managed 25% of the developer portfolio in the Kolkata market, catering to a diverse client base ranging from standalone property developers to large-scale township projects offering tailored digital ad and content solutions.
- Drove revenue growth by onboarding real estate clients and managing the end-to-end sales funnel, with a balanced focus on Ad Products, Content Solutions, and Builder Advisory services.
- Identified new business opportunities by mapping upcoming projects and developers through proactive market intelligence and data analytics, enabling the marketing team to launch targeted local initiatives.

2018-2021 | ZOMATO | SENIOR SALES MANAGER

- Managed a self-acquired portfolio of Key accounts comprising Hotels and restaurants worth \$145K.
- Responsible for hunting and farming of new clients from prospecting to pitching tailored ad packages and renewals – with a focus on delivering ROI-driven advertising outcomes.
- Mentored 4 trainees and played an instrumental role in their on-boarding, training, compliance management, and sales targets.

ACHIEVEMENTS

- 2024 – Recognized as a UC Forbuilder for significantly enhancing partner earnings
- 2023 – Rewarded as UC Champ for exceptional performance in onboarding and scaling supply
- 2021 – Acknowledged for surpassing quarterly targets and delivering consistent overperformance.
- 2020 – Awarded the Global Alpha Certificate for outstanding contribution to revenue growth, along with victories in multiple city-level competitions.

EDUCATION | ICFAI UNIVERSITY | MBA IN MARKETING AND OPERATIONS | 2016-2018

SKILLS

• Leadership	• Category Management	• Project Management	• Operations
• Problem Solving	• Process Optimisation	• Sales Development	• Data Analytics
• Decision-Making	• Stakeholder Management	• Business Development	• SQL