

Veni Naidu Bandreddi

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Professional Summary

Business Development and Marketing professional with an MBA in Marketing and 4+ years of experience driving account growth, managing client relationships, and supporting pitch and pursuit efforts for senior leadership. Skilled at conducting market research, identifying revenue opportunities, and translating insights into clear, persuasive recommendations. Strong communicator who articulates complex findings confidently to senior stakeholders, with working proficiency in Power BI, Excel, and SQL for data-backed decision-making. Known for sharp commercial awareness, structured thinking, and the ability to build trust across internal teams and external clients.

Core Skills

Business Development and Strategy: Requirements gathering, BRD/FRD/SRS authoring, report writing, gap analysis, KPI tracking, trend and variance analysis, process mapping (BPMN), market and competitive analysis, key account management, client relationship development, solution revenue monitoring, commercial awareness, quality and risk oversight, internal and external relationship management, project management, stakeholder collaboration, strategic planning.

Data and Technical Skills: Power BI (DAX, data modeling), Tableau, SQL, MS Office, MS Excel (advanced formulas, PivotTables, VLOOKUP, financial functions, VBA, Power Query), CRM, Python (basic), dashboard creation, RapidMiner, Google Analytics, SharePoint, Microsoft Copilot, Canva, Google NotebookLM.

Training & Certifications

- Business analysis & process management (Coursera) | Foundations of project management (Google)
- Stukent Mimic Pro Digital Advertising Simternship** - Course Completion Certificate; achieved 15% reduction in wasted ad spend and 20% increase in engagement across search, display, and shopping campaigns.

Education

Master's in Business Administration with a concentration in Marketing

Eastern Michigan University

Jan 2023 – Apr 2025

Ypsilanti, Michigan

Bachelor's in Business Administration

ICFAI Business School, IFHE University

Aug 2019 – Jun 2022

Hyderabad, Telangana

Experience

EliteUS software solutions LLC

Business Development Specialist

Aug 2025 – May 2026

Edison, New Jersey

- Served as primary client liaison** for 5+ priority B2B accounts, building and maintaining trusted relationships, resolving issues proactively, and acting as the key point of contact between clients and internal delivery teams across all project stages.
- Directed market research and competitive intelligence** to identify revenue gaps and growth opportunities, translating findings into pitch narratives and pursuit strategies that directly shaped business development decisions for senior leadership.
- Supported proposal development and new engagement scoping**, profiling prospects, drafting tailored outreach, and structuring client pitches; converted two target prospects into exploratory conversations within three weeks.
- Built executive dashboards in Power BI and Tableau** tracking revenue pipeline and account performance across 3 business units, adopted by C-suite as the primary reporting vehicle for priority accounts.
- Presented data-driven insights and recommendations** to senior leadership at every project lifecycle stage, articulating findings clearly and confidently to both internal and external stakeholders.

Disability Resource Center: Eastern Michigan University

Process Operation Specialist – CATE Lab

Feb 2023 – Apr 2025

Ypsilanti, Michigan

- Developed and maintained operational dashboards** in Excel and SharePoint monitoring workflow KPIs across 4+ cross-functional teams serving 600+ accounts, enabling data-informed resource allocation decisions and improving leadership visibility into operational performance and quality metrics.
- Produced standardized process documentation and quality frameworks** that reduced reporting inconsistencies by 25% over two years, strengthening operational consistency and business writing standards across multi-team workflows.
- Maintained operational dashboards in Excel and SharePoint** to monitor workflow KPIs, enabling data-informed resource allocation and improving leadership visibility into performance.

SUKUMAR WRITINGS PVT. LTD.

Business and Marketing Analyst

Feb 2020 – Jan 2023

Hyderabad, Telangana

- Conducted ongoing industry and market research** across Technology, Media, and Consumer sectors to identify client agenda items and emerging revenue opportunities that informed go-to-market strategy and account planning.
- Delivered executive-level presentations and competitive benchmarking** that supported pitch development and revenue opportunity identification for priority accounts.
- Built research-backed insight reports** reviewed weekly by senior leadership, using Excel and SQL to track marketing, financial, and operational KPIs that shaped account planning priorities.

Research Projects

Marketplace Business Simulation - Apex Computing

Capstone Project- VP of Finance

Jan 2025 – Apr 2025

Ypsilanti, Michigan

- Led end-to-end account strategy and financial planning for a simulated technology company, applying go-to-market research and demand forecasting to scale revenue from \$1.3M to \$208M across 12 quarters, driving 18%+ gross margin growth and ranking #1 in Balanced Scorecard performance across financial, marketing, and organizational metrics.
- Designed and executed data-driven product and pricing strategy across multiple market segments, achieving 250%+ market share expansion through insight-driven account planning, solution revenue monitoring, and commercial awareness applied to competitive benchmarking and go-to-market execution.
- Managed and optimized \$100M+ in multi-function budgets, applying conjoint analysis, KPI variance analysis, and competitive benchmarking to deliver 15% higher ROI vs. competitors, connecting financial metrics to operational activities across all business functions.