

ISHITA GANGULI

CUSTOMER SUCCESS MANAGER - Onboarding Management, Issue Resolution & Internal Advocacy

✉ ishitaganguli@outlook.com ☎ +1 (647)-537-5806 📍 [Ottawa](#) **in** [LinkedIn](#)

SKILLS

- **Marketing Tools:** A/B testing execution, multivariate experimentation, KPI-driven performance reporting.
- **Business Intelligence Tools:** Power BI dashboards, Tableau visual analytics, Bolt BI reporting workflows.
- **Data Analytics:** Advanced Excel, dataset structuring, statistical evaluation, pattern identification techniques.
- **Customer Insight:** Behavioral data mapping, segmentation framework, lifecycle trend analysis, retention metrics.
- **Product Optimization:** Adoption analytics, usage diagnostics, churn-risk quantification, conversion pathway.

WORK EXPERIENCE

Revenue Growth Consultant **May 2025 – Present**
SettleUp Payment Solutions Inc. *Ontario*

- Directed CRM governance & KPI alignment by standardizing usage protocols & defining 12+ performance metrics, improving reporting accuracy & cross-functional visibility in 3 departments within 3 months of deployment.
- Spearheaded sales team recruitment and onboarding by deploying structured training modules and incentive matrices, enabling 100% ramp-up of 8 hires and reducing onboarding cycle time by 30% within the first quarter.

Business Growth Consultant **January 2025 – May 2025**
Freelance *Remote*

- Engineered GTM frameworks and CRM integrations for 4 early-stage ventures, aligning operational workflows and defining 10+ KPIs, resulting in 25% improvement in lead conversion and 3x increase in reporting consistency.
- Defined scalable sales and operations processes by mapping 6+ workflows and aligning CRM architecture, enabling 40% faster pipeline tracking and reducing manual reporting errors by 60% across client engagements.

Sales Manager, Beverages **August 2022 – January 2025**
PepsiCo Beverages Canada *Ontario*

- Directed 6 direct reports and 21 field reps by implementing structured coaching plans and Power BI dashboards, increasing route efficiency by 18% and improving sales closure rate by 22% across 3 regional territories.
- Reduced operational variance by 35% through Tableau-based cost analysis and budget optimization, aligning branch-level KPIs and improving forecast accuracy across 5 segment groups across two fiscal quarters.

Growth Manager **March 2021 – March 2022**
OmniBiz *Nigeria*

- Developed B2B eCommerce growth strategy by integrating CRM analytics, segmentation, and incentive triggers, increasing monthly order volume by 28% and reducing churn rate by 19% across 2 sales verticals within 6 months.
- Collaborated with marketing and tech teams to optimize reporting platforms & CRM data accuracy, enhancing forecast precision by 33% & reducing manual entry errors by 45% in 4 operational zones using validation protocols.

Area Sales Manager **December 2019 – February 2021**
Colgate Palmolive Tolaram *Nigeria*

- Executed territory-level sales strategies and CRM-based pipeline tracking across 5 districts, increasing promotion ROI by 21% and reducing lead-to-close cycle by 17% through structured team coordination and reporting.
- Partnered with logistics and distribution teams to streamline routing, dispatch, and delivery workflows, reducing lead time by 26% and improving fill rate consistency by 18% across 3 product categories within 2 quarters.

Area Sales Manager **March 2017 – November 2019**
Kellogg's Tolaram Group *Nigeria*

- Directed sales and logistics operations across 4 zones by analyzing regional trends and forecasting demand, increasing order fulfillment rate by 24% and reducing inventory holding days by 31% within 3 quarters.
- Coordinated incentive programs and sales contests across 3 product lines, improving team performance metrics by 27% and achieving 100% target compliance for 5 consecutive quarters through structured tracking.

INTERNSHIP

SKU Performance Analysis

Internship

- Executed SKU analytics to classify demand clusters & generate segmentation matrices, elevating accuracy 27%.
- Conducted consumer survey modeling to quantify single-serve SKU adoption, enhancing model precision 29%.

EDUCATION

Masters of Business Administration (MBA) June 2015 – February 2017
ICFAI Business School, India

Bachelor of Commerce (B. Com) June 2011 – April 2014
University of Calcutta, India

CERTIFICATIONS

- **Microsoft Project Management Professional Certificate, Tally.ERP.9**
- **Marketing Analytics, Lean Six Sigma Green Belt, Infoedge: Certificate (MS Office)**