

Siddartha Kona

Associate Manager

Detail-oriented and proactive Associate Manager with 8 years of experience in sales support, providing strategic and operational assistance to enhance sales team performance and customer satisfaction. Skilled in coordinating between sales, marketing, and customer service teams to streamline processes, improve lead generation, and ensure seamless execution of sales strategies. Experienced in CRM systems, data analysis, and reporting to support sales forecasting, pipeline management, and performance tracking. Strong communicator with a collaborative mindset, committed to optimizing sales operations and fostering strong client relationships.

Key competencies include:

Sales process optimization

Power BI and SAP CRM, VBA

CRM and sales data management

Sales forecasting and reporting

Cross-functional team collaboration

Lead generation and qualification

Customer relationship management

Sales training and support

Eager to leverage a deep understanding of sales operations to drive growth and support sales teams in achieving targets in a fast-paced environment.



Work History

2023-09 -
Current

Associate Manager

PepsiCo GBS India Ltd, Hyderabad

- Initiated process improvements based on thorough analysis of internal operations data resulting in enhanced productivity levels.
- Managed cross-functional projects, ensuring timely completion and alignment with company objectives.



Contact

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2022-03 -
2023-08



Skills

SAP	●●●●●●
MIS, MS-Word, Excel and PowerPoint	●●●●●●
People Management	●●●●●●
Stakeholder Management	●●●●●●
Purchasing and planning	●●●●●●
Process and procedure development	●●●●●●
Power BI	●●●●●○
Reporting	●●●●●●



Languages

Telugu	●●●●●● Bilingual or Proficient (C2)
Hindi	●●●●●○ Advanced (C1)

- Ran sales reports, weekly, monthly, quarterly and yearly.
- Worked on Power BI and created dashboards for the team
- Worked on NRM level practices, pricing, promo, assortment, trade investment.
- Provided analytics support to customer meetings.
- Stakeholder management.

Deputy Manager

PEPSICO GBS INDIA LTD, Hyderabad, India

- Responsible to drive mitigation activities across Food & Beverages Industry Supply Chain
- Managing all MR, attending client meetings and assisting program management with any process & customer/client related issues
- Verifying vendor, products, quantity, and dollars charged between contracts and invoice.
- Process invoice payments quickly and accurately, prioritizing discounts, deductions, and urgent requests
- Assisting vendors with all their needs and questions, including billing inquiries; account maintenance and troubleshooter issues, as needed to maintain highest level of customer support with bill payments
- Monitoring and Resolving CNM, Tactic Issues, Missing Invoices, Pending Payment Approvals mailbox daily and respond to requests in timely manner
- Reviewing and researching reasons for aging account balances and informs top management of findings on weekly basis
- Responsible for Promotional Ad-Calendar on Monthly, Quarterly & Annually basics
- Analyzing business trends & forecasting, highlighting potential issues with the customer
- Maintaining TPM planning models and communicating changes to internal finance staff to ensure alignment
- Analysis of business erosion - lost, price-volume-wise, by segment, and by customer,

English

●●●●●●
Bilingual or
Proficient
(C2)

Kannada

●●●○○○
Intermediate
(B1)

providing management reasons, and wins rate needed to offset it

- Ensuring aligned events that require pricing changes or adjustments are entered into all applicable systems in timely manner
- Preparation of Box Reports and updates volume summary to management and in system
- Managing expectations through verbal and written interactions with different teams
- Ensuring accurate and timely data delivery in accordance with agreed service level agreements
- Providing support to all departments for internal and external audit requests; completing all requests in timely manner.

**2020-08 -
2022-03**

Catalog Specialist

Amazon India Development Limited, Hyderabad, India

- Worked on Power BI dashboards to evaluate the brand infringements.
- Evaluated internal needs and developed plans for maintaining optimal supply levels.
- Tracked orders and shipments to inform vendors of catalog products.
- Managed work allocation efficiently which resulted in team productivity increase by 80%.
- Assisting QA in weekly flash data preparation.
- Executed billing tasks and recorded information in Amazon catalog databases with respect to Vendor catalogs and accounts.
- Tracked KPIs to monitor and evaluate business goals.
- Assisting associates in process related queries and documenting process gaps in common sheet and resolving them in weekly huddle and stakeholder meetings.
- Trained and mentored new team members on accounts payable systems and policies to build cohesive groups and promote operational performance
- Verified vendor accounts by reconciling

- monthly statements and related transactions
- Improved accounts payable processes and achieved 98% reduction in late fees.
- Generated MIS reports for management review to aid in financial and business decision making on Vendor accounts.

**2018-08 -
2020-08**

Community Operations Specialist

*Uber India research and development limited,
Visakhapatnam, India*

- Ensuring smooth functioning of day-to-day activities
- Processed invoices and journal entries with efficiency and accuracy resulting in decreased discrepancies
- Applied proper codes to invoices and receipts to keep records organized
- Reviewed each invoice and requisitions for payment approvals of both rider and driver accounts.
- Matched trip(s) orders to invoices and logged invoices into database
- Paid drivers by monitoring discount opportunities and paid riders by verifying trip reports
- Reorganized and decreased payment delays
- Verified driver/rider accounts by reconciling monthly statements and related transactions.
- Compiled budget figures by reviewing past budgets, evaluating estimated income, and assessing expenses.
- Identified process related gaps and implemented macros to increase TPH.
- Assisted in recruiting members and coordinated meetings for SOS team, improving volunteer involvement by 76%.
- Spoke with community organizations to boost outreach and highlight programs successes
Worked on content development and SOP's
Worked on improving team's TPH, Quality, CSAT and SLAs.
- Documented and analyzed performance of different programs in order to make proactive decisions about services.

AML Compliance Analyst

HSBC , Visakhapatnam, India

- Worked on alerts to identify the suspected fraudulent transactions on both retail banking and individual accounts.
- Documented client's fraudulent transactions patterns and escalated to the relevant teams.
- Communicated with compliance manager to thwart potential money laundering or terrorist financing.
- Prepared reports, metrics and research to support fraud initiatives and projects.
- Recommended new software tools and enhancements to improve fraud detection, prevention and reporting efforts.
- Assisted bank clients regarding compliance needs, including AML and TF activities.
- Maintained updated information in organizational database, covering amounts, collections and status used by Compliance regulatory bodies like IMF and etc.
- Analyzed large amounts of data to find patterns of fraud and anomalies.
- Contacted customers directly to notify of fraudulent activity and minimize impacts.
- Led cross-functional teams to analyze and understand enterprise-wide operational impacts and opportunities of technology changes.

**2016-01 -
2017-01**

QA Expert

Chegg India, Visakhapatnam, India

- Worked as freelancer to Chegg India students as questions and answers expert.
- Provided regular updates to team leadership on quality metrics, communicating consistency problems or production deficiencies with quality and production leadership.
- Developed monthly, end-of-quarter and other statistical reports, including analysis for leadership team and for quality improvement program outcomes study.

 **Education**

**2011-08 -
2015-04**

**Electrical And Electronics Engineering:
Electrical Engineering**

*PYDAH College of Engineering And Technology -
Visakhapatnam*

GPA: 7.20

**Expected
in 2025-03**

**Advanced Project Management:
Project Management**

IIM Visakhapatnam - Visakhapatnam