

Ritik Yadav

Bengaluru, Karnataka

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STRATEGY | PROGRAM MANAGEMENT | BUSINESS OPERATIONS

Strategy and business operations professional who converts operating problems into measurable improvements across sales, marketing, and service delivery. Experience includes system migrations, pricing, executive reporting, automation, and team adoption.

Professional Experience

Flow Realty, Power of Flow Realty LLP

Bengaluru, Karnataka

Manager, Strategy (Sales and Marketing)

Apr 2026 – Present

- Migrated business messaging to Gallabox and Double Tick, raising delivery rates from **30% to 70% within 2 days**.
- Launched a booking platform with payment gateways and separate customer, developer, and partner portals, supporting more than **INR 2 crore in monthly transactions**.
- Replaced external marketing and reporting tools with internal systems and rebuilt the company website, reducing recurring expenses by **INR 11 lakh**.
- Configured Ozonetel for 12 agents across 9 concurrent projects, increasing call throughput from about 70 to **150 calls per day** and reducing response time to about 10 minutes.
- Developed a Windows application using DeepFilterNet3 to suppress background noise for presales agents in real time, with no fixed or recurring software cost.
- Lead the migration of sales, marketing, and operations data to Zoho Suite, coordinating process changes and user adoption across teams.
- Trained marketing and operations teams to use Claude Skills, Cowork, and MCP integrations for content, reporting, and dashboard workflows.
- Manage pricing strategy for residential and plotted development projects, aligning recommendations with market position, inventory, and absorption targets.
- Deployed WhatsApp chatbots for channel partners, automating routine support and reducing queries received by the operations team by **95%**.

Rustomjee, Keystone Realtors Limited

Mumbai, Maharashtra

Executive Trainee, Strategy (Sales and Marketing)

Apr 2025 – Apr 2026

- Supported the CEO and Managing Director through NPS analysis covering **100+ channel partners** and 10+ board presentations for a portfolio reporting **INR 1,100 crore in quarterly sales**.
- Deployed a 24/7 voice bot handling **200+ calls per day**, reducing average response time from 15 minutes to **under 1 minute**.
- Produced 5+ weekly and monthly KPI dashboards for 4 teams, giving leadership a consistent view of performance and operating risks.
- Assessed **20+ micromarkets** for land acquisition, identifying nonviable locations and higher potential markets for leadership review.
- Defined ownership and task accountability across sales, marketing, and operations while helping teams document a shared operating model.

Internships

Faculty of Management Studies, University of Delhi

New Delhi

Research Intern

May 2024 – Jun 2024

- Examined the relationship between gamification and student engagement across multiple teaching approaches.
- Applied structural equation modeling to test hypothesized relationships and support the research findings.

SysMind, LLC

Noida, Uttar Pradesh

Product Marketing Intern

May 2024 – Jul 2024

- Evaluated sectors for MelpApp's product market fit and presented evidence based recommendations for market entry to product leadership.

Flipkart Internet Private Limited

Gurugram, Haryana

Supply Chain Management Intern

Aug 2021 – Oct 2021

- Managed inventory, packaging, and sorting during Big Billion Days in a three shift fulfillment operation processing about **50,000 orders per hour**.

Selected Projects

- **InterVuex:** Interview copilot that structures live interview data and produces consistent assessment reports. [View project](#)
- **Before You Send:** Chrome extension that checks email quality before sending and flags avoidable communication errors. [View project](#)
- **Aura Meetings:** Meeting tool that converts audio into decisions, action items, owners, and structured reports. [View project](#)
- **BrowseMind:** Browser memory tool that retrieves and connects information previously viewed online. [View project](#)
- **RERA Atlas:** Property research tool for searching Karnataka RERA approvals, reviewing developer records, and querying project information with AI. [View project](#)

Education

National Law School of India University

Bengaluru, Karnataka

Master of Business Laws (Hybrid)

2025 – 2027

IIT Ropar and IIM Amritsar

Ropar and Amritsar, Punjab

M.Sc. in Data Science and Management

2023 – 2025

Sri Aurobindo College, University of Delhi

New Delhi

B.A. Programme, Economics and Commerce

2020 – 2023

Raman Munjal Vidya Mandir

Gurugram, Haryana

Class 12, Senior Secondary

2019 – 2020

Raman Munjal Vidya Mandir

Gurugram, Haryana

Class 10, Secondary School

2017 – 2018

Skills

- **Strategy and Operations:** Program management, pricing, process design, change management, vendor coordination, KPI governance, stakeholder communication
- **Reporting and Analytics:** Excel, Tableau, Power BI, Looker Studio, structural equation modeling
- **Automation and AI Tools:** n8n, Claude Skills, Cowork, MCP integrations, Alteryx (familiar), Power Automate (familiar)
- **Enterprise Systems:** Zoho Suite, Salesforce, SAP