

CHINDRIM DURGA SAI SIVANI

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Blinkit- Program Manager		Colgate Palmolive PPI		Flipkart Wired 8.0 PPI		Marico Campus Finalist			
EDUCATION									
Year		Degree		Institute		CGPA/%		Rank	
2023 - 2025		MBA (IT, Marketing)		IIM Lucknow		71%		-	
2017 - 2021		B. Tech in EEE		GVPCE, Vizag		8.85/10		4/122	
2017		Class XII, AP Board		Sasi Junior College for girls		98.6%		3/650+	
2015		Class X, AP Board		Sri Sadguru Vidyalayam		93%		1/120	
ACADEMIC ACHIEVEMENTS									
National Business Case comps		Flipkart Wired 8.0 PPI: Top 2%/15K+		2024	Marico Campus fin.: Top 0.7%/8.8K		2024		
		Tata Imagination Challenge, Semi fin.		2024	Eatsure Cloud: Nat'l top 2.2%/22K		2024		
		Q-comm. Strategy Challenge: Nat'l fin.		2024	Nexus 2.0: Won/95+, awarded ₹10k		2024		
		Awarded PPI for Winning Colgate Palmolive Inner Circle hackathon, 2-day trip to HQ to meet leadership							
Merit & Scholarship		IR 1 in term 4 of UG		Awarded scholarship of Rs.60K from GoI & fee waiver for 3 yrs. for acad. excellence					
B-school comps.		National Finalist in 13 B-school case competitions		Advaita: ISB		Navudyog: IIMB		Aventura: IIML	
WORK EXPERIENCE									
Generalist/Program Manager		BLINKIT, Gurugram				Apr'25 - present			
Delivered 2 AI bots: grievance redressal		Mitigated pan India Incentive fraud				Automated Admin-ticketing system			
Incentive Management		▪ Central POC for incentives charter handling joining, referral & resurrection bonuses for 35k+ employees							
AI Chatbots		▪ Eliminated referral fraud via Aadhar/PAN checks for pan-India saving 2Cr+, Coordinated payouts with fin.							
		▪ Designed frameworks & dev. frontend for 2 AI chatbots, streamlining grievance support for captains & SM's.							
Stakeholder collaboration		▪ Resolved 4000+ frontline grievances in a month improving emp. experience & ensured 100% SLA adherence							
		▪ Identified the need for store-wise role mapping across 1800+ stores, enabling standardized governance							
Quick commerce Pan India		▪ Led E2E product lifecycle for role-based access management by partnering with stakeholders & engineers							
		▪ Implemented IPH improvement playbook using putter training, layout zoning & task-based allocation							
Operational efficiency		▪ Piloted across 6 cities, achieving up to 29% IPH uplift in key stores like Ludhiana, Kanpur & Hyderabad							
		▪ Created IPH diagnostic framework covering layout, churn, infra & manpower efficiency to identify RCA							
Automation		▪ Adopted by city ops teams in Mumbai & Hyderabad as a standardized tool for weekly efficiency planning							
		▪ Liaison for ops. & admin teams to launch Nugget ticketing automation, built 5 dBs & defined 3 metrics							
Product Analytics		▪ Drove weekly city reviews for 8 cities, improving ticket closure rates up to 91% within 2 months							
		▪ Analysed emp. eff. metric IPH decline across 1500+ stores; Visted 10+ stores & identified 3 key drivers							
UI/UX Developer		Infosys, Hyderabad				Aug '21 – Jan'23			
SPOC for a Fortune 500 client		LOR from Senior Project Manager				Developed 2 projects worth ₹ 2Cr+			
Project Management		▪ Led team of 10 as rolling scrum master, held daily stand-ups,assigned JIRA tasks, min.30 story pts./sprint							
UI/UX Design		▪ Delivered 200+story points on JIRA encompassing developments & deployments, with < 5% defect ratio							
		▪ Spearheaded ideation & UI redesign of 4 web pages for Morgan Stanley, boosted emp. traffic by 30%							
Product Enhancements		▪ Gathered 30+ pain points from 9 users & designed 10+ UI wireframes for 3 DBs to optimize cust. journey							
		▪ Implemented need-gap analysis & delivered 10+ product enhancements, increasing user adoption by 60%							
Stakeholder Management		▪ Reconfigured 12 UI features to reduce variance by 10%, reduced 400+ man hrs/yr potential savings of ₹ 10L							
		▪ Partnered with 12 teams & 8 stakeholders, reduced time-to-market by 20% using agile methodologies							
Feature Development		▪ Documented 9 technical end-to-end training dockets; facilitated knowledge transfer for a team of 12							
		▪ Developed 6 KPIs to evaluate success of 3 features, providing actionable insights for contin. improvement							
Process Optimisation		▪ Streamlined workflow logic by implementing 10+ innovative algos; reduced page load time by 30%							
		▪ Accelerated delivery of 4 portals in 3 months, saving 350+ manual hours, reducing client's cost by 30%							
Marketing Intern		Suntory Global Spirits, Gurgaon				Apr '24 – May'24			
Managed 5 brands		Field visits in 80 outlets across 5 states		Collaborated with 200+ stakeholders incl. ZSMs & sales reps.					
Product Optimization		▪ Prioritized 5/26 states for market expansion basis 9 parameters & emerging trends by analysing 6 yrs data							
		▪ Formulated & tested youth-centric exp. hypothesis by surveying 220 cust., resulting in state specific realignment							
Omni-Channel Marketing		▪ Suggested product packaging improvements to inc. customer preference by benchmarking 6 competitors							
		▪ Implemented on-premises promotion in Maharashtra, achieved 11% sales uplift for targeted SKU in 20 outlets							
Freelance		▪ Leveraged CJM to identify 12 touchpoints, devised 18 interventions to drive market penetration across 5 states							
		▪ Devised digital plan to reach 10M users in 3 states driving awareness; realigned POS & messaging for 4 SKUs							
Management Trainee-Ragilly		▪ Collaborated with CEO in Finigenie launch; created pitches for 8 int'l banks; secured ₹20L seed funding							
		▪ Designed GTM strat. for 3K+ SMEs, prioritized 5 industry verticals driving a 20% increase in lead conversions							
Engro Tech. Prod. Mngmt.		▪ Collaborated with 8 stakeholders in USA, UAE regions to deliver 30+ product demos showcasing new features							
		▪ Overhauled website UI in collaboration with IT increasing average session duration/user by 8 mins (+33%)							
Internship ONGC'19		▪ Inspected & Studied trade-offs for sustainable energy; developed 10+ KPIs for decision making							
		▪ Documented 6 reports on 1 MW Solar plant's daily operations for 3K+ users within 20 hours							