

SHANTHARAM G

Bannerghatta - Bangalore | shantharamg1808@gmail.com | +91 8197693773 | [LinkedIn](#)

PROFESSIONAL SUMMARY

Growth, Strategy, and Product Operations professional with experience spanning franchise expansion, pricing strategy, revenue optimization, and business process automation. Built revenue models, sales infrastructure, web products, and AI-powered prototypes while working cross-functionally with leadership, finance, operations, and technology teams. Skilled at translating business problems into scalable systems, data-driven decisions, and customer-facing solutions.

EDUCATION

Bachelor of Business Administration (BBA) | Bangalore University

3rd Year (Currently Pursuing 6th Sem) | CGPA: 8.51

Chartered Accountancy (CA) Foundation | ICAI

September 2025 | Score: 210/400 (Exemption in Business Economics)

Pre-University Course (2nd PUC) | DPUE

March 2023 | 96.06% (Rank 1, scoring 98+ in 4 Subjects)

EXPERIENCE

Wowcarz – Self Drive Car Rentals (Hcube Wowcarz Pvt. Ltd.)

B2B Growth & Strategy Intern

Bengaluru, BTM Layout

February 2026 – May 2026

- Franchise Acquisitions:** Managed franchise prospects through qualification, discovery calls, objection handling, and payment follow-ups, contributing to **two (2)** completed franchise acquisitions that generated **₹10 Lakhs in franchise royalty commitments**.
- Pipeline Management:** Managed a pipeline of **500+ franchise and investor prospects**, conducting 400+ qualification and follow-up calls, coordinating 4+ investor meetings, and contributing to a **50% meeting-to-franchise conversion rate**.
- Sales Collateral:** Developed the company's core franchise sales collateral, including investor FAQs, pitch decks, brochures, WhatsApp outreach frameworks, and sales process documentation to improve consistency and scalability of franchise operations.

Pricing Strategy & Financial Modeling:

- Profitability Analysis:** Conducted fleet-wide profitability analysis across **90+ vehicles** using absorption costing and financial modeling, identifying significant pricing gaps between breakeven costs and existing rental rates.
- Segmentation Framework:** Designed and secured leadership approval for a **model-year-based inventory segmentation framework**, introducing differentiated pricing across vehicle categories to better align customer value perception with fleet economics.
- Executive Simulation Tools:** Developed executive pricing and **revenue simulation tools** used by the founding team to evaluate pricing revisions, forecast revenue outcomes, and support strategic fleet optimization decisions.

Web Product Development:

- ROI Calculator:** Proactively designed and developed a live Car ROI & EMI Calculator using AI-assisted development, enabling franchise and investor prospects to evaluate potential returns and supporting outreach efforts across **300+** investor interactions.
- AI Destination Recommender:** Conceptualized and prototyped an AI-powered destination recommendation system integrating Gemini, LocationIQ, OpenRouteService, and OpenWeatherMap APIs to recommend vehicles and kilometre packages based on route, terrain, weather, and passenger requirements. **Delivered repository and technical documentation to the IT team for production deployment.**
- Franchise & Investor Web Funnel:** Identified a gap in digital acquisition and engineered a multi-page, end-to-end conversion funnel for franchise and investor prospects. Designed the site architecture, content structure, and UI/UX flow, delivering a high-converting prototype that the core IT team pushed to production under the live company domain.

Biggies Burger – Beamer Brands

Operations and Management Trainee

Bengaluru, Hulimavu

September 2024 – December 2024

- Leadership & Training:** Led **onboarding and training of 3 staff** while managing front-of-house operations for 30+ daily customers, ensuring **SOP compliance**, service consistency, and smooth peak-hour coordination.
- Operations & Administration:** Managed order **accuracy, conflict resolution, and workflow coordination** while handling Excel-based records, vendor **invoicing, stock reconciliation**, and end-of-day reporting for efficient operations.

Initiative & Impact:

- Process Improvement:** Created and implemented a **QR code system for direct Google Reviews**, simplifying the customer feedback process, and **improving** response rates.
- Impact & Integration:** **Increased Google Reviews from 10 to 55** in 30 days (~450% growth) by placing QR codes across in-store touch points and delivery packaging.

PROJECTS

Study4Exam – Study Management Platform

- Launched an initiative to improve student productivity by developing a comprehensive, user-centric study management platform.
- Designed core features including a central dashboard, progress analytics, and a focus timer to address common study inefficiencies.
- Oversaw end-to-end execution, leveraging AI-powered development to rapidly build and deploy a functional prototype.

Bonds Verse – Interactive Assessment Platform

- Launched a consumer-facing web application designed to analyze interpersonal relationship dynamics and calculate dominant emotional traits based on user input.
- Architected the end-to-end user flow, featuring relationship categorization, dynamic state-based questionnaires, and a custom scoring engine to generate personalized analytical insights.
- Directed the full product lifecycle from conceptualization to deployment, leveraging AI-assisted development to build a clean, engaging UI/UX with seamless interactive routing.

SKILLS

Quantitative & Financial Analytics: Financial Modeling, Absorption Costing, Linear Regression, Pricing Strategy, Revenue Forecasting, Break-Even Analysis, Unit Economics

Product & Engineering (AI-Assisted): Full-Stack Web Prototyping, API Integration, UI/UX Design, Process Automation, Excel, Power Query, Pivot Tables, Canva

Growth & Revenue Operations: B2B Sales, Consultative Selling, Full-Cycle Pipeline Management, High-Ticket Negotiation, Go-To-Market Execution (GTM), Franchise Expansion, Investor Relations, Stakeholder Management

Tools: Excel, Power Query, Google Sheets, Canva, Gemini API, OpenAI API, Make, Twilio, Microsoft Office, PowerPoint, GitHub, Android Studio, DeepSeek, Claude

EXTRACURRICULAR AND ACHIEVEMENTS.

President, School Council Led student body, organized events, and managed coordination between faculty and students.

Winner, College Food Fest Planned and executed a food stall concept; awarded for creativity and business management.

First Place, Essay Writing Competition Recognized for clarity, originality, and strong analytical writing.

Runner-Up, Debate Competition Represented institution; showcased confident public speaking and critical thinking.

Event Volunteer, College Fest Assisted in event organization, scheduling, and management.