

SHANTHARAM G

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PROFESSIONAL SUMMARY

B2B Growth & Strategy professional with experience in business development, franchise expansion, and revenue optimization. Builds scalable revenue engines, sales infrastructure, and AI-powered products by translating complex business problems into data-driven decisions and customer-facing solutions.

EDUCATION

Bachelor of Business Administration (BBA) | Bangalore University
2023-2026 | **CGPA: 8.64** (9.31 SGPA in final semester)

Pre-University Course (2nd PUC) | DPUE
2023 | **96.06%** (Rank 1, scoring 98+ in 4 Subjects)

EXPERIENCE

Wowcarz – Self Drive Car Rentals (Hcube Wowcarz Pvt. Ltd.) *Bengaluru, BTM Layout*
B2B Growth & Strategy Intern **February 2026 – May 2026**

Franchise Growth

- Supported acquisition of **two franchise partners generating ₹10 Lakhs in royalty commitments** through **lead qualification, discovery calls, objection handling, and payment follow-ups.**
- Qualified 500+ prospects through 400+ calls** and 4+ investor meetings; drove a **50% meeting-to-franchise conversion rate.**
- Created the company's core franchise sales collateral, including investor FAQs, 4 pitch decks, 1 brochure, WhatsApp outreach frameworks, and sales process documentation, to improve consistency and scalability.

Pricing Strategy & Financial Modeling

- Analyzed fleet-wide profitability across **90+ vehicles**, surfaced pricing gaps, and **designed a model-year segmentation framework with differentiated pricing that won leadership approval.**
- Created executive pricing and revenue simulation tools used by the founding team to evaluate revisions and forecast fleet outcomes.

Web Product Development

- Proactively built a live **Car ROI & EMI Calculator** with AI-assisted development, supporting 300+ investor interactions.
- Spotted a gap in digital acquisition, engineered an end-to-end franchise/investor web funnel, and **delivered a high-converting prototype that was deployed to the live company domain.**

Biggies Burger – Beamer Brands *Bengaluru, Hulimavu*
Operations and Management Trainee **September 2024 – December 2024**

- Leadership & Operations:** Led onboarding and training of **3 staff**, managed front-of-house for **30+ daily customers**, ensured SOP compliance, and handled order accuracy, conflict resolution, Excel-based records, vendor invoicing, stock reconciliation, and end-of-day reporting.
- QR-Driven Review Growth:** Created and implemented a QR code system that increased Google Reviews from 10 to 55 in 30 days (~450% growth) by placing codes across **in-store touchpoints and delivery packaging to simplify feedback.**

PROJECTS

Bonds Verse – Interactive Assessment Platform **February 2024 – May 2024**

- 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.

SKILLS

Quantitative & Financial Analytics: Financial Modeling, Absorption Costing, 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, Business Development, CRM

Tools: Excel, Power Query, Google Sheets, Canva, Make, Twilio, Microsoft Office, PowerPoint, GitHub, Android Studio, LLM Integration (OpenAI/Gemini APIs), Prompt Engineering

EXTRACURRICULARS & ACHIEVEMENTS

Vice President, School Council Led a student body of **15+ members**, **organized 2 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 among 40 participants.

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

Event Host, College Fest Assisted in event organization for **freshers' day**, scheduling, hosting and management.