

SAMMETA APARNA
Mobile: +919491719820.
Email: aparna.karuku2012@gmail.com

Permanent Address –

Flat No:101, Harshini Enclave,
Water tank Road, bank Colony
Kankipadu-5251151
Krishna dt, Andhra Pradesh

CAREER OBJECTIVE

To be an astute learner and the best performer in your organization. So that I can build an innovative career in your esteemed organization by using my skills and other significant talents

ACADEMIC QUALIFICATIONS

Year of passing	Qualification	Institution / Board	Grade
2012	Graduation (B.COM computers)	Siddhartha Mahila Kalasala/Nagarjuna University	79%
2009	Intermediate (MEC)	Siddhartha Mahila Kalasala	74%
2007	Tenth	S.S.C.	81%

TECHNICAL SKILLS

- ☞ Proficiency in handling of Microsoft Word, Power Point, Excel.
- ☞ Operating system: Windows 7, 8.10.

WORK EXPERIENCE

1. Worked as a Tele caller in Radha Madhav Toyota from July 2012 to Apr 2013.
2. Worked as a marketing executive in Radha Madhav Toyota from May 2013 to Jun 2014.
3. Worked as a Group Marketing Coordinator & MIS for AP & Telangana in Radha Madhav Toyota from July 2014 to 2021
4. Working as a Assistant Manager Sales & Marketing Coordinator AP & Telangana in Radha Group Toyota Since Nov'2021

Job Description

1. Market Analysis & Strategy planning
2. Target Setting (Annual Business Plan), Monthly plan (Mode Wise & Model wise)
3. Planning and implementing effective sales promotional activities through ATL & BTL Activities for generating enquiries
4. Enquiry management and coordination with Sales team.
5. Identifying the Problem areas, preparing the action plan to achieving the targets
- s6. Preparing sales and marketing related reports including daily and monthly MIS reports for monitoring and maintain cost effectiveness.
7. Monitoring the call center team on Daily basis to generate enquiries
8. Coordinating with third party vendors (Carwale, Cardekho,& Digital Agency) for promotions and lead generation.
9. Monitoring leads and enquiries on daily basis
10. Submission of marketing event expenditure claims to the TKM HO
11. Preparing presentations for easy understanding

STRENGTHS

- ☞ Computational and Analytical skills
- ☞ Interpersonal and communication skills

- ☞ Continuous learner and willingness to improve with experience
- ☞ Ability to work effectively, individually as well as in a team environment

PERSONAL DETAILS

Date of Birth: 20th August 1992
Marital status: Married
Sex: Female
Languages Known: English & Telugu
Nationality: Indian

Date:

S.Aparna