
ASHNAH JOHN BHATT

07712480481 ♦ AshnahBhatt1@gmail.com

LinkedIn: <https://www.linkedin.com/in/ashnah-bhatt>

PROFESSIONAL SUMMARY

Accomplished digital marketing strategist with expertise in market research analysis, delivering actionable insights that enhance revenue growth. Proficient in lead generation and client relationship management, leveraging CRM software to improve customer engagement. Demonstrated success in technical sales and deal closure, contributing to key account management and B2B sales achievements. Committed to fostering strong client relationships and meeting strategic business goals.

EXPERIENCE

Product screener, 02/2025 - current

Ingram Micro - Norwich

- Executed product screening and quality checks to ensure resale readiness.
- Collaborated across functions with CRM tools like Amin and Grs to optimise operations.
- Established robust internal network to improve insights into product value lifecycle.

Student Ambassador / Postgrad Trustee, 12/2023 - 09/2024

University of East Anglia - Norwich, UK

- Guided prospective students through university experience, promoting UEA's benefits and perks.
- Featured on ITV News and Greatest Hits UK Radio for sharing insights on student life at UEA.
- Managed budget and activities for postgraduate community, organising successful events like Diwali and Christmas celebrations.

Channel Sales Manager, 04/2022 - 08/2023

Lodha Macrotech Developers - Mumbai, India

- Led market analysis and executed targeted marketing campaigns, generating leads and boosting sales.
- Managed B2B and B2C accounts, achieved 16.6% growth in sales Q4 YOY.
- Spearheaded team of 15 lead generators, contributing £39m in revenue for project Lodha Divino (South Bombay).
- Collaborated across functions to resolve partner issues promptly.
- Developed system for tracking key performance indicators to inform future strategies.
- Negotiated contracts with potential partners, securing lucrative agreements.
- Identified gaps in market coverage and sourced new channel partners proactively.
- Analysed sales reports to discern trends and adapt strategies accordingly.
- Fostered strong relationships with channel partners, increasing loyalty and retention.

Sales Executive, 08/2021 - 03/2022

TREC - The Real Estate Company Ltd - Mumbai, India

- Identified real estate opportunities and assessed site locations based on demographic analysis.
- Exceeded sales targets by expanding customer base and increasing service sales to existing clients.

- Provided recommendations to improve customer satisfaction and sales performance.
- Managed client relationships from early stages of sales process through to post-sales

SKILLS

- Digital marketing strategies
- Market research analysis
- Data-driven insights
- Lead generation techniques
- Client relationship management
- Customer relationship management systems
- Technical sales proficiency
- Closing deals talent
- Revenue growth planning
- Market insight
- Key account management
- People Management
- B2B sales expertise
- CRM Software proficiency
- Pipeline Management

EDUCATION

MSc: Marketing and Management, 09/2023 - 09/2024

University of East Anglia - Norwich

GPA: Merit

B.A.: Management Studies (Marketing Major), 06/2019 - 05/2022

Wilson College - Mumbai

GPA: CGPA 9.12 out of 10.00

- Graduated with management studies