**Anupriya Massey**

**Career Objective**

I aspire to work for a firm, where I can not only make a significant contribution but also get a firm ground to further enhance my skills. I have the self motivation power and smart working nature to compete and prove myself in a competitive world.

**Work Experience**

**Duration**: May 2013 to till date

**Company:** Integra Micro Software Services Pvt Ltd.

**Designation**: Business Development Executive

**Roles & Responsibilities:**

* Involved in end to end sales process (pre sales to post sales)
* Manage accounts and meet targets relating to revenue growth, activities, profit margin, mix of products and services sales, customer retention and customer acquisition
* Adhere to all quality standards and processes, for the acquisition of customers, opportunities and submission of tender and contract documents.
* Manage the response to RFx’s
* Creating the bid response template based on customer’s evaluation criteria’s and winning theme
* Drive the RFx’s end to end as a SPoC and based on the bid plan released at the start of the opportunity.
* Managing challenges related to bid timelines and deliverables
* Bid management processing and manage order levels maintaining the CRM database
* Provide regular feedback to senior management about marketplace and competitor activity
* Develop effective working relationships with customers through regular meetings and identify and obtain further sales and business development opportunities
* Work with and Group marketing to develop marketing campaigns to support Sales Strategy. Generate new business and raise awareness.
* Identify requirements for new products & services to anticipate and potentially lead the market.
* Apply Companywide project management standards in preparing bids and contracts, responding to customer needs and managing the sales process from opportunity identification to customer sign off.
* Undertake regular project reviews with all involved in these processes to ensure transfer of knowledge
* Preparing and making presentations. General presentations about the company or more specific presentations focusing on particular domain (VAS , M2M , MFS, Mobile Devices, Telecom)
* Use various media and market sector reports to identify market trends and, potentially, new opportunities. Also to identify events, such as conferences and exhibitions, at which the company should have a presence.

**Duration**: Nov 2012 to April 2013

**Company:** SPSS South Asia Pvt Ltd.,

**Designation**: Sr. Marketing Executive (Govt A/C)

**Roles & Responsibilities:**

* Creating marketing plans geared toward end users for each key product within portfolio, in line with strategy and targets and within budget.
* Thoroughly studied the inherent systems to have a clear understanding of the business processes and associated system workflow
* Preparing & delivering of marketing plan within key objective
* Extending market Support to sales teams to build sales volumes and meet sales targets,
* Documented various documents including the Business Requirements Document and the Use Case Specification Documents.
* Establishing and maintaing marketing database and inventory control of marketing information
* Interacting / co-ordinating with other departments for the flow of information required by the marketing department.
* Maintaining a database of proposals and also relevant market data
* Make introductory calls and initiate sales process and create presentations and proposals.
* Organizing conferences between clients and concerned employees, if needed for any clarification
* Responsible for end to end sales process.
* Active involvement in pre-order stage like explaining the concept, giving product demos, putting the solution on drawing board and understanding the customization required for each solution.
* Play an active part in finalization, negotiations of orders, in post-order stages like payment related issues.
* Have achieved revenue target of 10 Lakh per month.
* Selling of SPSS – PASW products, solutions & services.
* Able to take up monthly / quarterly revenue target.

**Duration:** June 2012 to Oct 2012

**Company:** SellBytel

**Designation:** CPA - CISCO

**Roles and Responsibilities:**

* Non-dedicated pooled virtual resource
* Reactive real time transactional support & follow up (Web, Chat, Phone)
* Coverage of broad base distribution managed partners
* Provide seamless and scalable partner sales and support experience

**Duration:** Feb 2011 to May 2012

**Company:** SPSS South Asia Pvt Ltd., Bangalore

**Designation:** Inside Sales Executive

**Roles and Responsibilities:**

* Make introductory calls and initiate sales process and create presentations and proposals.
* Organizing conferences between clients and concerned employees, if needed for any clarification
* Responsible for end to end sales process.
* Active involvement in pre-order stage like explaining the concept, giving product demos, putting the solution on drawing board and understanding the customization required for each solution.
* Play an active part in finalization, negotiations of orders, in post-order stages like payment related issues.
* Have achieved revenue target of 10 Lakh per month.
* Selling of SPSS – PASW products, solutions & services.
* Able to take up monthly / quarterly revenue target.

**Duration:** April 2010 to November 2010

**Company:** Globals Inc

**Designation:** Management Trainee – Marketing & Strategy

**Roles and Responsibilities:**

* Analyzing the market, including competitors and consumers
* Executing marketing strategies and campaigns
* Marketing/Sales through Social Media Networking
* Monitoring and arranging the distribution of promotional materials
* Monitoring and coordinating the production of promotional materials
* Overseeing and implementing product distribution
* Web based Research via Search Engines, Social Media, etc
* Attending and organizing sales promotional events and exhibitions
* Coordinating with and reporting to managers to carry out campaigns
* Done User Interface Testing Of New Product
* Responsible for New Product Development testing, providing a new user friendly website.
* Used the New Webpage as a user, and tested all the links, and reported back, if any error were found. Making of User Friendly product for customers.
* Responsible for Data Analysis of Hedge Professionals.
* Comparing the products with our Competitors and improving our aspects, where our products were lagging behind, which improved the analytical skills

**Education Qualification**

* MBA from ISB&M in 2011
* B-Tech Electronics & Communication from AAIDU Allahabad in year 2007

**Computer Competency**

* Languages                 :  C, C++, UNIX,SQL, JAVA, Microprocessor 8085
* Operating Systems     :  MS DOS, Windows98, NT, 2000, XP, Vista, LINUX
* TOOLS : SFDC (CRM)
* Additional :  Proficient in Excel, Data Base, Networking

(Wired and Wireless)MS Office 2003 and 2007

**Personal Details**

**Father’s Name** : Mr. Anil Kumar Massey

**Date of Birth** : **10th Sep 1984**

**Permanent address :** Near Little Flower School, shahpur,

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