

RESUME

Ashwini Agarwal, Email: ashwini.royal@gmail.com

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Experienced sales & marketing professional having diversified experience in E-commerce, FMCG, insurance, banking and non-banking sector.

Areas of expertise: Digital marketing, promotions & pricing strategy, business development, B2C & B2B sales expert, territory management, brand management, ERP

ACADEMIC QUALIFICATION

RTU,KOTA,B.Tech in Electrical Engineering	2009-2013	64.8%
Shiv Jyoti Sr. Sec School Kota ,XII RBSE	2008-2009	76.4%

PROFESSIONAL EXPERIENCE

a. Assistant Manager- Indiamart Intermesh Pvt. Ltd.	a. Oct 2019 – March 2021
b. Territory Sales Incharge - RSPL Pvt. Ltd	b. May 2019 – Sept 2019
c. Sales & Marketing professional – Shriram Fortune Solution LTD.	c. Feb 2014 – April 2019

E-Commerce Marketing & Sales Specialist	<ul style="list-style-type: none"> Developed digital marketing plans to drive brand awareness, conversions, traffic and sales Built and executed strategy for online partner programs Carried out business development for new services and software solutions Managed customized content for each account (brochure, Catalogue, Youtube Videos etc.) Developed a launch plan for high profile product launches on customer's site Supported planning and execution of the Annual Operating Plan with focus on delivering revenue and volume target Researched, resolved and logged communication issues with customers to ensure retention and satisfaction Shared customer feedback with relevant teams (i.e. product suggestion, irrelevant leads etc.) resulting in improved solutions and services for customers. Followed-up on all correspondence and escalate accordingly Followed-up to customer inquiries regarding accessory purchases/replacements Assessed customer needs with discovery questions and understand their goals Carried out selling through multiple channels namely, phone, email, and online chat Conducted online demos and webinars Creative problem solving to assist the customer in finding a solution Tracked lead pipeline and did prompt follow- up on current leads
FMCG Marketing & Sales Specialist	<ul style="list-style-type: none"> Enhanced the Brand Visibility, Brand Awareness and Brand Activation leading to increase in sales of new brands- Machine Wash, and Venus Managed all display allocations in territory, proper execution and tracking returns from display Worked and coordinated with sales team of Vendors, guiding and supporting them for sales growth, merchandising & Execution all over Territory Properly allocated and executed the allotted marketing budget for the territory. Allocated and ensured the proper execution of POP & POS Materials in the market leading to increase revenue of new products Managed & coordinated promotional activities such as school events, exhibition, consumer engagement campaigning and sampling Created the brand visibility by display & fixtures for traditional trade to ensure all merchandising activities, both In-Shops and on shops. Developed vendor at local level for marketing activities .
Sales Professional	<ul style="list-style-type: none"> Met clients to represent company's diversified products: insurance policies and non- banking deposits. Led a company's OND contest and sold 3 lakhs worth life insurance and 15 lakhs worth deposits to achieve quarterly contest target of 2015. Increased more than 300 clients and sold more than 15 lakhs worth life insurance and 50 lakhs worth deposit in 2015. Thus, qualified MDs club- UNO contest. Led a quarterly program "DREAM BIG" to launch new schemes of company and added more clients resulting in sales of 5 lakhs worth life insurance and 20 lakhs worth deposit. Increased more than 500 clients and generated revenue of 75 lakhs in 2016. Thus, Qualified MDs CLUB –DUO program in company. Generated more than 90 lakhs revenue in 2017 to meet target of STAR CLUB program of company. Established quality service delivery to build a good relationship and loyalty with clients.

Marketing Professional	<ul style="list-style-type: none"> • Promoted company schemes and program in market for spreading the awareness of company and its various products. • Arranged meetings and distributed gifts to give extra benefits to premium clients across the geographies and domain. • Promoted company's products to differentiate the valuable benefits of products to the clients.
AWARDS & ACHIEVEMENT	
Professional	<ul style="list-style-type: none"> • Awarded for qualifying OND CONTEST in 2015 • Awarded for qualifying MDs CLUB –UNO in 2015 • Awarded for qualifying DREAM BIG in 2016 • Awarded for qualifying MDs CLUB – DUO in 2016 • Awarded for qualifying 4 STAR CLUB in 2017
Academics	<ul style="list-style-type: none"> • Awarded Rs 21000 as scholarship and Certificate of Appreciation by Daswani Classes for First Rank in Rajasthan in 10th Pre-Board Exam. • Secured 3803 Rank in RPET -2009
Certifications	<ul style="list-style-type: none"> • Sales & Marketing certified implementation specialist by Manipal Pro Learn Academy • Certified by Udemy on The complete digital marketing course. • Embedded System certified implementation specialist. • Certified with A grade for course on computer concept by National Institute of Electronics & Information Technology.
Co-Curricular	<ul style="list-style-type: none"> • Team member of Robo-Soccer in Robotics of SAKSHAMA-09, A National level Techno-management Fest of Engineering College Bikaner. • Coordinator of Samarth in Robotics of SAKSHAMA NEW-10, A National level Techno-management fest of Engineering College Bikaner
TRAINING COMPLETED (Manipal Pro Learn Academy :Pioneer Institute in sales& marketing)	
Training 2018-19	<ul style="list-style-type: none"> • Performed primary & secondary sales analysis and benchmarking across multiple channel and products. • Conducted market research to study customer need & preferences and developed competition map indicating overall market position. • Studied Fundamentals of sales and marketing, Managing Partners, Managing self and communication skills to analysis market. • Studied new strategies–Identified potential market & clients, new product offering and campaign strategies to reward first time user and premium clients.
SKILLS	
Computer	Ms Word, Ms Excel, Power Point, Analytics
Software	Business Planning, Team Work, strategies