
PRAVEEN KR. POONIA

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Head of Department: Sales and Marketing

11+ Yrs of Total Professional Experience

Aim

- To work in a challenging environment where my knowledge & abilities are utilized to the fullest.
 - To be professionally associated with a progressive and challenging environment that demands extra analytical skills, accelerating professional growth, where my skills and potential can be enhanced to the best and is exploited to create new avenues in the field of Sales and Marketing
 - To pursue a challenging and growth oriented carrier in a professional organization that offers opportunities to learn and grow standing for what I believe in, regardless of the odds and to work in conformance to global standards and achieve competence levels as per with the best in the industry
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Education

Masters of Business Administration - Marketing and Finance (MBA -Mkt. and Fin.)
Uttar Pradesh Technical University (UPTU), Lucknow

Bachelor of Business Administration (BBA)
Dr. BhimRao Ambedkar University, Agra

Grade 12
CBSE

Professional History

Jun. 2019 - Present

HoD: Sales & Marketing

Jupsoft Technologies Pvt. Ltd.

Sales, Marketing, Strategising and Planning

- Establishment of sales and marketing goals based on past performance and market forecasts
- Overseeing current offerings and initiated for new products or services
- Evaluating existing and new markets, competitors and building brand awareness and positioning
- Evaluating, building and maintaining sales and marketing strategies
- Developing a pricing strategy that maximizes profits and market share but considers customer satisfaction

Coordination, Direction & Control

- Team building, Leading, Motivating, Inspiring, Guiding and Supervising
- Designing, Implementing and Facilitating company's business development plan
- Building, Acquiring and Maintaining Client Relations , Client Satisfaction
- Providing in-depth information to Interested Clients, and Acting as the Lead Representative for the marketing department in important buyer meetings
- Working within the department budget to develop cost-effective sales and marketing plans
- Tracking all marketing and sales data, Conducting sales and marketing surveys
- Creating detailed Written Reports, Verbal and Digital Presentations, Proposals, Contracts and Mailers
- Responsible for Developing new clients in the respective territory to meet the business development target
- Being Proactive in dealing with clients and enhance company image among customers and other stake holders

- Leading, Mentoring, Motivating and & Monitoring the performance of team members to ensure efficiency in business development and business objective meeting

Analysis and Evaluation

- Researching and Analysing Market trends, Demographics, Pricing schedules, Competitor products, and other relevant information to form sales and marketing strategy(ies)
- Adjusts sales and marketing campaigns and strategies as needed in response to collected data and other feedback
- Working with marketing staff to develop detailed sales and marketing plans for all media channels and sales teams
- Overseeing and Approving the creative Development of Promotional Materials, Website Content, Advertisements, and other sales and marketing-related projects
- Seeking and Identify new opportunities for recycling of wastes through effective networking and market study
- Ensure Standardization of reports and reporting formats for effective review and analysis
- Writing proposals for new business(es), Participating in planning and Presentation sessions
- Developing and Administering sales and marketing database including client and prospect information, mailing list and financial reports
- Assign and Supervising targets and territory to the BD Team
- Trouble-shooting and Removing client concerns and Maintain professional relationship with them
- Meeting targets set by management from time to time for order booking, bulk-booking etc.

Aug. 2017 - May.2019 Manager: Business Development
Squirell Softech Services Pvt. Ltd..

Aug. 2012 - Jul. 2017 Team Head – Sales & Marketing
Communication Crafts Pvt. Ltd

Sept.2009 - Jul. 2012 Sr. Officer: Sales and Marketing
Maccadin Softwares Pvt. Ltd.

Experience as a lead auditor of ISO 9001:2008 & 9001:2015 (Trainer)

Skills Jot

Training & Development

- Certified Trainer
- Certified Lead Auditor for ISO 9001:2008
- Certified Lead Auditor ISO 9001:2008 (MSIN)
- Trainer of ISO 9001:2015

Professional Skills

- Proven Business Development experience
- Track record of achieving business objectives.
- Excellent communication, presentation and listening skills.
- Ability to work in multi-task, manage time and priorities effectively
- Dealing with Grey, Conflict Marketing and Problem Solving.
- Negotiation, Communication. Discrete and Ethical, Dual Focus and Motivation skills

Personal Skills

- Effective communicator, exceptional relationship management skills
- Ability to relate to people, work and related priorities at all business and management levels
- Ensure effective business development planning for self and team
- Communication, Leadership, People Management
- Detail-Orientated, Budgeting, Organization, Multi-Tasking
- Sure Closures, Motivation for Sales, Prospecting, Sales Planning
- Selling to Customer Needs, Territory Management, and Market Knowledge
- Creativity, Adaptability, Research, Analysis, Writing, Public Speaking

Personal Dossier

Father's Name: Sh. Bhagat Singh Poonia

Date of Birth: March 20, 1988

Language: Hindi, English