**PRIYANKA MISHRA**

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**PROFESSIONAL SUMMARY**

An organized and creative professional with over 51 months of experience and proven skills having a desire to learn more. Dynamic leadership career with an exceptional blend of marketing and communications expertise with high-growth companies. Combine astute strategic, business, and analytical skills with a track record of success employing market intelligence, program and campaign management, and strategic planning expertise to achieve goals. Aiming to utilize my existing skill set and analytical ability to achieve the goals of your company. Possessing a bachelor’s Certification in Technology (B. Tech).

**WORK EXPERIENCE**

***Growth Enablement Specialist at Benchmark ESG Private Limited***, *Bengaluru from September 2021 to till 24th April 2023*

* Developing and executing strategy for discovering new business opportunities.
* Cultivating beneficial relationships with business partners, potential clients, and contacts to attract new business by enhancing current reputation of organization.
* Presenting business model and educating the users on business program to ensure proper use.
* Preparing costing, SoWs’, invoicing schedules, ppt proposals according to the client’s requirement.
* Granting demo permissions access in the different instances to the clients. So that the clients will easily understand about the applications.
* Handling all the applications issues in the different platforms.
* Providing customized responses to improve key messaging for specific market segments.
* Streamline the RFP process for maximum productivity and efficiency; suggesting optional products and services; adherence to timelines for maximum productivity.
* Focus on client retention from a rebid perspective; increase sales ‘win’ ratio through improved customized and/or refreshed database responses and suggesting alternatives.
* Working on RFP and RFPIO tools to provide applications information to the clients.

***Printing sales Representative and Content writer at Prohaktiv Inc (BricTech Software),*** *Pune from April 2021 to till 17th August 2021*

* Responsibilities include establish and maintain profitable relationships with customers on behalf of the company, actively prospect for new accounts and maximize sales potential with existing customers, Prospecting for new customers, developing new business, targeting key prospects and retain business.
* Successful businesses understand their markets, choose customers carefully, and deliver and capture maximum value. Boost revenue and profit by targeting the right segments, designing effective go-to-market strategies, building high-value brands and effective sales teams, and taking full advantage of today’s digital technologies.
* Explains technical phases, such as type size and style, paper stock, binding materials, and various methods of reproduction.
* Contacts prospects, following leads submitted by management, established customers, or developed through other sources.
* Created interesting posts for the company’s major clients on social media.

***Healthcare marketing and sales associate at Infotech Global India Limited,*** *Bengaluru from November 2020 to March 2021.*

* Demonstrate strong negotiation and influencing capabilities in the medical professional space and comfort in networking at multiple levels.
* Collaborate develop a clinical marketing strategy for short- and long-term strategic marketing plans with product management.
* Assist field sales and marketing term by identifying target customers and providing guidance for product positioning.
* Deep clinical and technical knowledge of monitoring and clinical decision support market segments.
* Ability to synthesize market and customer feedback on existing and new products into clinically differentiated solutions.
* Ability to engage with sales, marketing, product management and technical specialties to enable the growth healthcare business.
* Recommend and develop clinical marketing content to support US and global marketing strategy and ensures clinical accuracy of key market messaging.
* Proven communication skills and ability to influence an organization to develop solutions with validated value propositions.
* Built customer loyalty by placing follow up calls for customers who reported product issues.
* Analyzed performance of marketing program to identify the best opportunities for optimization.
* Expertise includes verifying insurance coverage, records reviews, marketing, and schedule maintenance.

***Senior Associate at Accenture,*** *Bengaluru from June 2018 to 19th February 2020.*

* Analysis and evaluation of various content in the social networking sites
* Managing process, organization, problem solving, process development and training
* Promote in-store and catering sales on social media and community.
* Collecting and organizing sales data on MS office
* Managing ongoing online conversations, including real-time monitoring, proactively communicating information, and issuing reactive responses to consumers
* Training and inculcating the revised standard operating procedures to the team to ensure consistency.
* Filtering and monitoring the inappropriate Ads that surface the social networking sites.
* Identify and evaluate the errors to improve the efficiency and an overall user experience.
* Playing an integral role in developing the organization’s social listening strategy and plans
* Developing and executing processes for business intakes

**SKILLS**

* Business growth and retention
* Market Research
* Applications Information
* Inventory control procedure
* RFP and RFI
* Profit Target Achievement
* Business processes understanding
* Electronic Medical database
* Claims Processing
* Social Media
* Knowledge of Medicaid, Medicare
* Management and marketing experience
* QA tools
* Excellent diagnostic skills
* Microsoft Word, Excel
* Power Point Presentation
* Adobe Reader
* SOP Knowledge
* Team training and policy development
* Presentation and training of the SOP
* Content reviewing (pol ads and ALR)
* Information sourcing
* Team engaging and managing.
* Fast learner
* Good communication skills
* Business Development
* Print Production

**TRAININGS**

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| --- | --- | --- |
| **Name of Institute / Organization** | **Title** | **Duration** |
| LIT, BHUBANESWAR | C & C++ | 3 Months |
| BSNL, BHUNANESWAR | Communication System (Basics) | 2Months |
| OPTCL (Odisha Power  Transmission Corporation Limited) | Transmission & Distribution | 30 Days |

**PROJECTS UNDERTAKEN**

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| --- | --- | --- |
| **Name of Institute / Organization** | **Project Title** | **Type** |
| ITER, S’O’A University,  BBSR (7th semester) | LPG leakage detection with  ALARM | Minor Project |
| ITER, S’O’A University, BBSR (8th semester) | Smart Classroom (RFID Approach) | Major Project |

**ACADEMIC PROFILE**

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| --- | --- | --- | --- |
| **Name of Institute / Organization** | **Qualification** | **CGPA / Percentage** | **Duration** |
| ITER, S’O’A UNIVERSITY, Bhubaneswar | Bachelor’s degree (EEE) | 7.63 | Aug 2013–Jun 2017 |
| K B D A V, Khurdha (Odisha) | CHSE (12th) | 80.33% | Jul 2011–Mar 2013 |
| Saraswati Sishu vidya Mandir, Khurdha (Odisha) | HSE (10th) | 88.33% | Apr 2010–Mar2011 |

**COMPUTER PROFICIENCY**

* MS Word, MS Presentation
* Power Point Presentation
* Troubleshooting
* Microsoft Excel
* Microsoft word
* Windows
* Microsoft outlook
* Microsoft power point
* Computer Language- Basic C, Core JAVA, Python
* Basic knowledge of Block Chain technology

**DECLARATION**

I do here by, declare that the information furnished above is true to the best of my knowledge.

**Date:** **Signature:** Priyanka Mishra

**Place:** Bengaluru