SARASWATI MURTHY

A-607, Anant Regency, Phase 2, Santoshi Mata Road, Kalyan West – 421301

+91-9769371222, [msaras2000@gmail.com](mailto:msaras2000@gmail.com)

**The Times of India Group - Times Internet Ltd ( Indiatimes.com )**

Manager (Corporate Sales)

March 2011 – Currently working.

**Key Responsibilities:**

* To connect & build relationship with the Top management (CEO, Director, General Manager, Marketing Heads) of various companies for driving business growth.
* Actively involved in formulating strategy, developing new business opportunities, system implementation, Team Management, Conceptualizing and Introducing New Concepts for Business Growth.
* Customer Relationship Management, focus on Value addition to the Customer & Merchant/Timely Complaint Handling Plan/Manage Relationship with Merchants and ensure that all processes are followed adequately.
* Ability to support and sustain a positive work environment that fosters team performance with strong communication and relationship management skills.
* Skills in Generating Solutions, Setting Goals, Meeting Deadlines and Managing Conflict.
* Conceptualizing & Implementing Services Plans / Policies for the organization, ensuring accomplishment of Business Goals.
* Building & Maintaining Healthy Relations with clients; ensuring maximum customer satisfaction for referral business and program.
* Point out discrepancies and work towards minimizing, along with resolving of issues.
* Constant tracking on competition and monitoring to lean on to prospects.

**Acquired National Corporate Clientele:**

* Aptech Limited
* CSML
* Mahindra First Choice
* Richfeel Health & Beauty
* Country Club India
* The Orchid (Kamath Hotels)
* The Holiday Inn
* Renaissance
* Punjabi Ghasitaram Halwai Pvt Ltd
* Ideal Hospitality
* VIP Luggage
* Gujarat Tea Processors & Packers (Wagh Bakri group)
* SOTC (Kuoni India)
* **DeAryans Pvt Ltd.** (Art O Heart) **July 2010 – November2010**
* Business Development Executive
  + Creating awareness about DeAryans , Art O Heart amongst builders, architects and interior designers.
  + Sourcing & mapping data all across Mumbai for architects, designers and developers.
  + Planning for activities to promote the products and the organization.
  + Conducting & participating in the above mentioned activities.
  + Coordinating about the stock, accounting & daily sales reports with subordinates.
  + Distributing the sales targets amongst team members, monitored the sales reports and prepared the monthly Key Results Analysis reports.
  + Attending conferences, exhibitions and giving presentations between user group meetings.
  + Work closely with corporate executives and senior management to develop proposal responses and targeted messages that convey a customized approach to all business pursuits
  + Maintenance of central document and client database.
  + Prioritize projects to ensure timely and accurate completion of all assignments.

**Sleek International August 2009 – March 2010**

* Business Development Manager/ Sr. Interior Designer
  + Pursued bulk orders for Modular Kitchens on behalf of Sleek International
  + Created awareness about Sleek International Kitchen designs amongst builders, architects and project planners
  + Mapped 35 Architects and 12 Builders across Mumbai for their ongoing projects
  + Conducted meetings with purchase managers, builders, directors to understand their requisites for modular kitchens as amenities or for sample flats
  + Pursued and clinched 30 deals with retail customers for their individual kitchens
  + Coordinated site visits with supervisors and technicians
  + Prepared drawings and work orders for the deals
  + Negotiated the drawings & work orders and fixed prices for the deals clinched with clients
  + Distributed the sales targets amongst team members, monitored the sales reports and prepared the monthly Key Results Analysis reports

**Sleek Kitchenworld July 2007 – May 2008**

* Interior Designer
  + Earned approximately Rs. 95 lakhs in revenue for the company
  + Attended walk in customers at the outlet
  + Conducted site visits and carried out measurements & mockups
  + Designed concept kitchens according to company products and customer specifications
  + Conducted meetings with clients to understand their customized needs
  + Negotiated and finalized work quotations for clients
  + Coordinated with vendors
  + Supervised on an average 6 installations on regular basis
  + Prepared Showroom performance and key result analysis reports

**Unmesh Bholay & Associates February 2006 – March 2007**

**Architects & Interior Designers**

* Interior Designer
  + Worked on Conceptual and Thematic Drawings
  + Worked on bills of quantities
  + Worked on Layouts, Elevations and other intricate details
  + Personalized Client Meetings
  + Conducted Site Visits

**Space Consultants (Architect Kiran Patki) April 2005 – December 2005**

**(Interior planners & contractors for hospitality & residential projects)**

* Interior Designer and Site Supervisor
  + Drafted Conceptual and Thematic Drawings
  + Estimated Costs
  + Devised Colour Schemes with material charts & specifications
  + Prepared Bill of Quantities for in house contractors & vendors
  + Worked on prestigious projects like stores for Trussardi & Daks, Residential Apartments of Mrs. Kokilaben Ambani & Mrs. Tarla Dalal
* **Freelance Project Profile**

Mr. Devendra Dhingra

* + Designed & decorated a 1200 sq.ft, 3 BHK Residential Apartment
  + Managed a team of 2 contractors with respective masons, carpenters, electricians, plumbers
  + Estimated Costs
  + Co-ordinated with local vendors & suppliers
  + Prepared Bill of Quantities
  + Assisted the client for furniture & furnishing selections

Mr. Leon Anthony

* + Designed & decorated a 900 sq.ft, 2 BHK Residential Apartment
  + Estimated Costs
  + Co-ordinated with local vendors & suppliers

Mr. Ranjit Singh

* + Proposed a layout for 2500 sq ft. corporate office space
  + Estimated Costs
  + Designed & planned layouts with a team of 2 designers & contractors

**Education**

* Pursuing MBA in Design management from INIFD (Annamalai University)
* Bachelor of Business Administration (B.B.A.) from YCMOU, Nashik
* Diploma in Interior Design from Rai Foundation, Navi Mumbai

**Computer Proficiency**

* MS Office
* AutoCAD
* Photoshop
* KCDW

**Languages Known**

* English, Tamil, Marathi, Hindi, Gujarati