**MONIKA BHAT**

**Mobile:** +91 8447032769

~ **E-Mail:** ims.monika@gmail.com

**Seeking managerial assignments in Sales & Marketing, Business Development, Relationship Management with a reputed organization**

**Location Preference: Delhi-NCR,**

**Industry Preference: VAS/Telecom.**

**Professional Synopsis**

* Having experience in VAS Marketing/Business Development on different platforms for **IDEA & RELIANCE** operators. I am also having experience in the Business Development for enterprise solutions.
* Track record of consistently achieving the projected targets in coordination with the team, identifying high-yielding services and products within a short career span.
* Proficient in cementing healthy relationship with key accounts for generating business and working towards accomplishing the business and corporate goals
* An effective communicator with excellent relationship building skills and the ability to sustain a positive work environment towards the accomplishment of organisational goals.

**Core Competencies**

* **Strategic Planning & Management.**
* **Sales & Marketing.**
* **Business Development.**
* **Client Relationship Management.**
* **Key Account Management.**
* **Team Management.**

**AREAS OF EXPOSURE**

* **Sales & Marketing:** Taking care of the sales operations with focus on achieving predefined sales target. Forecasting and planning monthly & quarterly sales targets and executing them in a given time frame resulting in higher stickiness and revenues.

**Sales & Marketing**

**Business Development**

**Market Development & Expansion / Product Promotion**

**Client Relationship Management**

**Operations**

**Data Analysis**

**Team Management**

* **Business Development:**
  + Developing periodic business plans & strategies, in coordination with macro plans of organisation.
  + Implementing business development plans for achievement of organisational goal in terms of revenue and profitability targets.
  + Tracking market/competitor trends to keep abreast with changing client’s requirement/ expectations.
* **Market Development & Expansion:** Identifying market opportunities, developing business cases and offering successful product/services.
* **Client Relationship Management:**
  + Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.
  + Regular interaction with regional VAS team at Operator. Suggest / understand their requirements on new products, innovative packaging to boost sales.
* **Operations:** Handling backend data and other requirements for the internal and external clients.
* **Data Analysis:** Provide regular and timely reports for MIS to track and analyze performance for assigned accounts.

**Work Experience**

**Since March’12 MConverge Services Private Limited (also known as miVAS) as**

**Key Account Executive**

**Company Profile:-**

miVAS vision is to be a technology integrator aimed at the enablement of human need fulfillment over mobile device. The anytime, anywhere mantra associated with mobile communication device is leveraged to ensure that our products and services deliver the expected when it is needed the most. miVAS, as a business, is operating in the Wireless Applications space, developing new applications and wireless-enabling existing ones. M Converge Services Pvt. Ltd. is a key player in the mobile VAS space, focused on developing and deploying VAS solutions and applications for media, operators and enterprises across the India

**Accountabilities:**

* Handling Voice portal and SMS service **(IDEA) for North and (RIM) for UN and UPU .** Also handling the enterprise solution business for various projects.
* Participation in the various meetings at the client which includes the negotiations of the cost of the enterprise solution.
* Formulate business strategies for promotion.
* Promoting existing products.
* Manage the key accounts effectively to ensure repeat business and increased sales.
* Build and grow client relationships with existing clients.
* Coordinate with the technical team to ensure escalated technical issues are resolved on time.
* Conduct effective presentations; carry out techno-commercial interactions with clients.
* Manage the product life cycle including updating events according to the region/calendar etc.
* Provide regular and timely reports for MIS to track and analyze performance for assigned accounts.

**Past Work Experience**

* Worked with NGM College of Management and Technology, as a Astt.Lecturer from 03-11-2009 to 2-30-2012.
* Worked with Vserve Consultancies as a councillor for 3months from Aug’09 to Nov’09.

**Internship**

**Organization Bharti Airtel, Jammu.**

**Title To view the customer response regarding COMBO TOP UP. Duration 13 June’09 – 13 July’09**

**Detail:**

Did Summer training in **Bharti Airtel** where my project was related to Products and services offered by the Company, Satisfaction level of existing customers and awareness level of non-existing customers about the Company and its services and the combo Top up.

**Scholastics**

**Master’s in Business Administration**

University of Jammu (IMS Jammu) – 2007-2009 with 61%

**Bachelors in Science**

University of Jammu -2004-2007 with 59 %.

**Short term course**

* At HDFC (HOUSING DEVELOPMENT FINANCE CORPORATION LIMITED) for one month as saving agent for mobilizing deposits (fixed deposits).

**Beyond Curriculum**

* Participated in South fest at college level.
* Participated in various plays at college level
* Participated in cultural program ”COLOURS OF HINDUSTAN” at college level
* Participated in SMVDU inter-university youth festival 2006 and obtained 1st position in group dance

**Personal Skills**

* Confidence
* Hard working
* Showing great enthusiasm at learning new things
* Dedication to work
* Patience
* Punctuality

**Personal Dossier**

**Date of Birth:** 15th Dec’1986

**Linguistic Ability:** English, Hindi and Kashmiri

**Marital Status**: Single

**References:** On Request

**DECLARATION**

I here by declare that all the information forwarded through this document is precise and appropriate to the best of my conscience to knowledge.

I also presume that this resume contains all the necessary information, yet is acceptable to supplements or add-on if there is/are some specific requisites.

Date:- Monika Bhat

Place:-Noida