RESUME

**Priya Handa**

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**PROFILE SUMMARY**

An MBA(2 Years full time) from Amity University, Noida and having two & half years of work experience in sales with PayU Payments Private Limited (a division of Naspers Group, South Africa). As a part of internship, worked with Grasim Industries Limited - consumer product division (FMCG)

**EDUCATIONAL QUALIFICATION**

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| --- | --- | --- | --- | --- |
| **Course** | **Year** | **Institution/ Board** | **Subjects/ Specialization** | **% / CGPA** |
| MBA-Marketing & Sales | 2011-13 | Amity University, Noida | Marketing & Sales | 7.98 CGPA |
| B.Com(Honors in e-commerce) | 2007-10 | MCM-DAV College (Panjab University, Chandigarh) | B.com (Honors) subjects | 67.83% |
| XII | 2007 | DAV Model School, Sector-15, Chandigarh | Commerce subjects including Mathematics | 82.8% |
| X | 2005 | DAV Model School, Sector-15, Chandigarh | C.B.S.E Board Subjects | 76.2% |

**WORK EXPERIENCE**

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| **Company** | **PayU Payments Private Limited-division of Naspers Group, South Africa** |
| **About PayU** | PayU India, part of PayU Global, is an online payment gateway service provider. It enables merchants to collect payments anytime, anywhere. Some of its key clients are snapdeal.com, jabong.com, zomato.com, goibibo.com, bookmyshow.com, freecharge, etc. |
| **Profile** | Account Manager (Sales & Business Development) |
| **Duration** | Jan’13 to till date |
| **Location** | Gurgaon, Haryana |
| **Responsibilities** | * Overall account management from acquisition to retention. * Exploring & generating new business opportunities via leads, references, cold calling etc. * Presenting product demos to the clients& negotiating business deals with them. * Cross selling & upselling to develop business pipeline. * Managing the key accounts like Zostel, Grofers, Ceasefire Industries, Kapsons, etc& increasing the GMV through these accounts. * Managing the leads generated through Marketing Channel & Channel Partnership Programs. * Collaborating closely with Operations, Customer Care, Technical & Settlement teams to resolve client queries. * Maintaining healthy business relationships with clients & keeping them updated with new product developments. * Timely renewals & service activations to achieve client retention & satisfaction. |

**INTERNSHIP:**

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| --- | --- |
| **Company** | **Grasim Industries Limited** |
| **About Birla Cellulose** | Birla Cellulose is Aditya Birla Group’s umbrella brand for its range of cellulosic fibers. Fibers business commenced in 1954.Birla Cellulose is world leader in viscose staple fiber. Its main products are-  -Kara (Facial Wet wipes)  -Prim (Home Care & Kitchen Care wipes)  -Handys (Hand Sanitizing Wipes)  -Puretta (Baby Care wipes) |
| **Business Unit** | Birla Cellulose-Consumer Product Division (FMCG) |
| **Project Title** | A Study on 4 P’s of Kara wet wipes and recommendations to enhance popularity in Chandigarh region |
| **Designation** | Summer Intern |
| **Duration** | 2 months (7th May’12 to 7th July’12) |
| **Profile** | Channel Sales |
| **Location** | Chandigarh |
| **Responsibilities** | * Completed internship as part of university degree for Grasim Industries, Chandigarh- Consumer Product Division * Worked with Regional sales manager, Area sales manager and Sales force in understanding the Product & market * Performed general trade by generating purchase orders, opening new counters, meeting and exceeding sales targets * Visited Medical stores, Departmental stores, Hypermarkets, salons & Gyms to generate sales order * Conducted detailed Market Research & compared 4 P’s of Kara with other competing brands available in the Market * Evaluated consumer buying behavior towards different variants of Kara wipes in Chandigarh region * Worked with retailers and distributors for improving product supply chain and presence in the market * Did various promotional activities on social networking websites. Self made displays were also used to enhance brand visibility at various leading outlets * Gave presentations to some big hoteliers of Chandigarh for example Hotel Mount View, JW Marriot & generated sales order from them |

**ACHIEVEMENTS & AWARDS**:

1. Core member of Ranchi, Jharkhand “**World Alliance Youth Empowerment**” team that is a sister concern of Art of Living Foundation.
2. Successfully completed **DSN** workshop of The Art of Living Foundation in January, 2010. The workshop comprised of team building activities, games, interactive sessions, social awareness drives, etc.

**IC ACHIEVEMENTS AND AWARDS:**

* Constantly over-achieved the sales targets at PayU India.
* Over-achieved the target of Set-up Fee collection by 100% in II Quarter of financial year 2014-2015 at PayU India.
* Got Appreciation Certificate from Grasim Industries for exuberant performance in internship.
* Team leader in group assignments during Summer Internship.

**EXTRA CURRICULAR ACTIVITIES**:

1. Core member of Ranchi, Jharkhand “**World Alliance Youth Empowerment**” team that is a sister concern of Art of Living Foundation.
2. Successfully completed **DSN** workshop of The Art of Living Foundation in January, 2010. The workshop comprised of team building activities, games, interactive sessions, social awareness drives, etc.

**IC ACHIEVEMENTS AND AWARDS:**

* Actively participated in Skit & poster making competition organized at PayU India.
* Got an appreciation certificate for organizing Prashna-a corporate Quiz conducted by Invictus-Quiz committee of Amity Business School at Amity Youth Festival
* Got appreciation certificate for participation in International Case Study Competition held at Amity Business School.
* Got appreciation letter for participation & exuberant performance in Shri Ram Chandra Mission-Essay writing event as a part of Inter Institute Competitions.
* Appreciated for participating in Inter Institute “Gen Next Leader online Quiz” competition.
* Participated in Rajasthani Dance in closing ceremony of Sangathan-a month long Sports Event at Amity Business School.
* Participated in TRIVIA-business Quiz held at Amity Business School.
* Participated in Inter Institute Collage making competition.

**PERSONAL DETAILS**

1. Core member of Ranchi, Jharkhand “**World Alliance Youth Empowerment**” team that is a sister concern of Art of Living Foundation.
2. Successfully completed **DSN** workshop of The Art of Living Foundation in January, 2010. The workshop comprised of team building activities, games, interactive sessions, social awareness drives, etc.

**IC ACHIEVEMENTS AND AWARDS:**

Date of Birth: 24th August, 1988

Mother’s Name: Nirmal Handa

Father’s Name: Sushil Kumar Handa

Languages Known: English, Hindi & Punjabi

Valid Passport: Yes