



JASPREET BEDI

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SUMMARY

Dynamic and results-oriented professional with over 5 years of experience in sales and marketing roles. My passion lies in driving revenue growth through strategic sales initiatives and innovative marketing campaigns. I excel in lead generation, client acquisition, and relationship management. My ability to develop and execute targeted sales strategies has consistently exceeded quotas and expanded market reach. I leverage market trends and consumer insights to optimize product positioning and enhance brand visibility. As a strong communicator, I collaborate effectively across cross-functional teams to achieve organizational goals.

SKILLS

Hard Skills

- Campaign Management
- Customer Relationship Management (CRM)
- SEO Optimization
- Pipeline Management
- Account Management
- Marketing Automation
- Lead Nurturing
- Content Marketing

Soft Skills

- Analytical Skills
- Attention to Detail
- Opening and Closing Procedures
- Effective Communication
- Relationship Building
- Interpersonal Skills
- Problem-Solving Aptitude
- Project Management

EXPERIENCE

Team Leader / Accenture - Ottawa, ON

06/2022 - Current

- Cultivate and maintain client relationships for upselling and cross-selling opportunities.
- Proactively identify and pursue new business opportunities through prospecting and networking.
- Develop and execute strategic sales plans to meet revenue targets and expand client base.
- Prepare and negotiate proposals, contracts, and pricing agreements.
- Demonstrate in-depth knowledge of products or services and communicate value to clients.
- Manage sales pipeline, forecast sales, and prioritize activities for maximum efficiency.
- Monitor staff performance and provided feedback on areas of improvement.
- Conduct market research to identify trends and opportunities for growth.
- Collaborate with internal teams to deliver integrated solutions to clients.

Account Manager / Loblaw - Ottawa, ON

12/2020 - 04/2022

- Manage client relationships and understand their needs.
- Develop and execute sales strategies to achieve targets.
- Expand business with existing clients and acquire new accounts.
- Deliver compelling sales presentations and negotiate contracts.
- Forecast sales, track performance, and generate reports.
- Collaborate with internal teams to support client needs.

- Conduct market analysis to identify growth opportunities.
- Ensure high levels of customer satisfaction and service delivery.

PC Express Manager / Loblaw - Ottawa, ON

12/2019 - 12/2020

- Manage PC Express service operations
- Supervise staff for efficient order fulfillment
- Maintain inventory levels and product availability
- Provide exceptional customer service and resolve issues
- Utilize technology platforms for order management
- Monitor performance metrics and implement improvements
- Ensure compliance with policies and safety standards

Assistant Store Manager / Sherwin Willaims - Ottawa, ON

06/2019 - 11/2019

- Monitored store performance metrics, including sales, profitability and customer service ratings.
- Supervised daily operations of the retail store, including staff scheduling, inventory management and customer service.
- Performed regular audits to ensure compliance with company standards.
- Recruited, trained and managed a team of 20+ employees.
- Implemented strategies to increase customer satisfaction levels and build brand loyalty.

EDUCATION AND TRAINING

International Business Management: Marketing And Tourism Operations Management

04/2019

Algonquin College - Ottawa, ON

"Completed International Business Management program at Algonquin College, equipping me with comprehensive knowledge and skills in global business practices."

Coursework- International Marketing/Global Economics/International Trade Law/Cross-Cultural Management/International Finance/Supply Chain Management/Global Value Chain/Strategic Management/Global Business Strategy/International Sales and Negotiations.

FITT Certified- FITT (Forum for International Trade Training) Certification:

- Demonstrates expertise in international trade practices, import-export regulations, and global market strategies.
- Proficient in conducting market research, analyzing trade data, and managing international supply chains.
- Skilled in trade finance, including international payment methods and risk management."

Bachelor of Arts: Communications And Media

04/2017

Punjabi University - India

Coursework- Technical Communications, Mass Communications, Social Media, Content Creation and Public Relations

MARKETING TRAINEE- SYSKA LTD. INDIA

- **Overview:** Assisted with successful management of Quality and Business Development departments, verifying processing in accordance to CMMI compliance guidelines. Received formal training surrounding pre-sales processes while providing insights on potential marketing opportunities within government projects.