

# LIZA ANEJA

[LinkedIn](#) | [Portfolio](#)

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## SALES EXECUTIVE

Energetic and confident Sales Executive with strong communication and client handling skills. Recently completed a 2-month remote internship with an Australian tax agency immediately after graduation, where I interacted with international clients and assisted with sales and support tasks. Fluent in English, Hindi, and Punjabi. Skilled in managing leads, handling objections, and maintaining follow-ups. Certified in Microsoft 365 Fundamentals and Sales Management. Able to handle both inbound and outbound sales tasks with professionalism and empathy. Good at building relationships, solving problems, and understanding customer needs. Quickly learns about products, competitors, and market trends to support team goals, increase client satisfaction, and improve revenue.

## SKILLS

- **Tools & Technologies:** MS Excel, Google Sheets, Figma, Canva, HubSpot CRM, Zoho CRM (Basic), LinkedIn Sales Navigator.
- **AI Tools:** Lavender (Refine Emails in real time), Regie.ai (For Email automation)
- **Sales and Client Engagement:** Cold Calling, Up selling, Email Campaigns, Objection handling, Lead Nurturing, Follow-Up Strategy, Target-based Selling approach.
- **Soft Skills:** Verbal Fluency and Professional Writing in English, Confident Speaker, Team Leader, Team work, Basic Negotiation Techniques
- **Languages:** English, Hindi, Punjabi.

## PROFESSIONAL EXPERIENCE

*Valmara Globals, - [Link](#)*

*JUN/25 – Current*

### Remote Sales Support Intern

- Interacted with 50+ International Clients weekly, Resolving Queries and Assisting with service enrollment.
- Scheduled appointments and consistently followed up, helping reduce missed consultations by 30%.
- Strengthened verbal communication and sales pitch delivery through daily client interactions.
- Collaborated with the core sales team to track lead status and update CRM entries accurately.
- Collected client feedback to help improve sales scripts and service onboarding processes.

*Red Bull Off-Premise Sales Virtual Experience Program (Forage) - [Link](#)*

**Completed - Aug 2025**

### Key Responsibilities & Achievements:

- Analyzed real-world sales data from a key Red Bull retail chain to identify opportunities for revenue and margin growth.
- Delivered actionable insights and strategic recommendations to increase product sales in off-premise environments.
- Simulated a client meeting by delivering growth recommendations aimed at benefiting both Red Bull and the retail partner.
- Created and presented a professional summary report highlighting data-driven sales tactics aligned with the Red Bull brand.

## EDUCATION

### • Chandigarh University

Bachelors of Technology (2021 - 2025)

Relevant Courseworks: Business Communication, Marketing Fundamentals, MS Excel, Google Sheets.

## CERTIFICATIONS

- Microsoft 365 fundamentals - [Link](#)
- Sales and CRM overview - [Link](#)
- Fundamentals of Sales Management(Alison) - [Link](#)