

RESHMA PURI

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OBJECTIVE

To secure a responsible and challenging position that offers an opportunity to explore my professional skills, knowledge and sense of dedication towards my work with a sole aim of seeing the progress of the company.

CAREER SUMMARY

- Data analyzing skills and ability to use primary and secondary data research techniques.
- Familiarity with quantitative and qualitative research methods and techniques.
- Industry Analysis through SWOT/PESTEL Analysis/Porter Analysis/Competitive Analysis.
- Basic understand of Digital Marketing concepts - SEO, SEM, SMM and online/mobile marketing.
- Ability to work with teams across functions and regions.
- Self - motivated/self-starter ability to perform well with little to no supervision.

TECHNICAL SKILL SET

- Well-built knowledge and experience in CRM system - Salesforce.com with sales and marketing reports.
- Strong experience in applying physical report design standards in data-services platform: Enterprise Data Warehouse (EDW).
- Expertise in several software applications: MS Excel (including pivot tables and data analysis), Access, PowerPoint, and SPSS (design of experiments, correlation and regression analysis, t-test, etc.).
- Experience with on-line research resources (OneSource, Factiva, Capital IQ, Hoovers, Bloomberg).

PROFESSIONAL SUMMARY

The Corporate Executive Board Company (CEB)

October 2009 - May 2012

Research Associate (APAC)

The role involved working across geographically spread teams and under various member portfolios to provide a range of administrative activities in support of reflective sales success and growth of the business for the Asia-Pacific regions of the company (Australia, Singapore and India):

- Market analysis through primary (20%) and secondary (80%) research gathering published information - to ensure Directors, Senior Directors and Portfolio Managers are well-prepared to lead high-quality interactions with prospects or members - playing a role in driving member loyalty.
- Develop key analysis and reports based on data/information from external (Hoovers, Bloomberg, Capital IQ, OneSource, Factiva, company documents and materials, SEC/regulatory filings, annual reports) and internal databases (Salesforce.com, EDW and SPSS).
- Pre-sales and member services support to team through Company Profiling, including member-facing reports and data to ensure accuracy and timeliness of information.
- Prepare a daily newsletter to cover current information on industry, members and competitors.
- Communicate with prospects (written and oral) to help get specific information for team.
- Assist internal stake holders with market research reporting and various administrative activities to ensure that clients receive maximum value from their membership.

Attendance in Company's Seminars:

- CEB Sydney office (November 2010) – invited with the purpose of improving relationship building with my stakeholders (the APAC team) and providing training sessions on my role related processes and technology.
- CEB Sydney office (February 2011) – selected for the 2011 Global ANZ/Asia Pacific and APAC regional conference and training sessions approaching to the nuance, succession in the Asian markets and checking on the company's last year's progress conducted by the CEO and Head of Human Resource - Australia.

- CEB Singapore office (January 2012) – chosen to represent CEB India (Sales and Marketing team) in the 2012 Corporate Executive Board Asia Seminar conducted in Singapore.

Talent Maximus India Pvt. Ltd. under the Corporate Executive Board Company

March 2009 – October 2009

Member Services Coordinator (Sales, Marketing and Communications Practice)

- Update company's CRM system (Salesforce.com) to drive visibility, engagement and retention of hundreds of corporate clients analyzing member's priorities, usage patterns and flagging managers on key information.
- Develop specific criteria reports on technology platforms like Business Objects i.e. EDW.
- Coordinate with the team in the U.S. to ensure timely delivery of quality reporting and services.
- Support program management teams with required operational information's.

Tulip Telecom Limited

November 2008 - February 2009

Project Coordinator (North division)

- Provide administrative support to Project team and upper management from different locations on Purchase Orders (PO) activities.
- Create, monitor and maintain suppliers purchase orders certifications and payments.
- Preparation of excel sheets, graphs, charts etc. from information provided in internal records.
- Analyze the trend of key performance indicators from the scheduled logs/activities and generate project trackers and reports weekly and monthly.
- Assist the team to effectively resolve member issues efficiently pertaining to their accounts, or tasks.
- Coordinate collection, analysis, and presentation of results on a wide range of ongoing projects.

INTERNSHIP

Leela Foundation

June 2012 - August 2012

Management Trainee

- Assist the team members in communication and schedule management.
- Create productive posters and fliers for the NGO projects.
- Build and maintain the company's website with creative details and contents.

EDUCATIONAL QUALIFICATIONS

University of Wales in Partnership with Management Development Institute of Singapore

Singapore, 2013 - 2014

Master of Science in Management

Specialization in Marketing

- ❖ **Research:** The Effects of Brand Origin and Brand Image on Purchase Intentions of Indian Luxury Goods Consumers.

University of Delhi

New Delhi, India, 2005 - 2008

Bachelor of Commerce

Specialization in Business Administration

TECHNICAL QUALIFICATION

NIIT

New Delhi, India, 2005 - 2008

GNIIIT Programme in Management Information System (MIS)

NIIT and Digital Marketing Institute

New Delhi, India, 2005 - Current

Professional Diploma in Digital Marketing