

# Vriti Narayan Bohra

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**Objective:** *Dynamic, Ambitious technocrat professional, looking for opportunity to learn, grow in responsibility, contribute & be recognized.*

## SUMMARY:

- Corporate experience of 3.5 years.
- Technocrat profile.
- Team Worker as well as individual performer
- Good Quantitative & Analytical ability with efficient communication.
- PGDM from JK Padampat Singhania, IMT. in Finance & Marketing (Dual Specialization).
- Managed and co-ordinate more than 20 Intra college activities and 3 National Events at JKPS.
- Class Representative of Batch JKPS 2009-11.

## EXPERIENCE:

POST : - Manager Marketing

COMPANY:- Corporate Professionals eSolutions LOCATION: South Extension (Delhi).

DURATION:- From Sept'2013 till March'2014

PROFILE:- Working as manager marketing for a software company

### COMPANY PROFILE:-

Corporate Professionals, is a merchant banker group, passionate about the application of information technology in Indian legal industry and Corporate Professionals eSolutions Pvt Ltd (CPES), owes its birth to the said passion. CPES is the IT arm of the Corporate Professionals group.

CPES is a start-up which is in the business of creating innovative and niche IT products, be its applications, websites & portals, for the Indian financial & legal Industry. It develops and markets products independently and in association with its partners and associates.

### ROLES & RESPONSIBILITY:-

At CPES, I am responsible for following responsibility:

- Managing brand image and promotion by drafting mass communication, promotional events, and fabricating mailers, brochures & other communications materials for key accounts & retail clients.
- Managing cost, pricing policies & negotiations with clients.
- Handling Key accounts & Vendors.
- Internal process improvement & optimization.
- Managing cash inflows & reporting.
- Direct reporting to directors of the company.
- Member of Board meetings of the company.

POST : - Manager / Marketing & Operations

COMPANY:- Unimedia Technologies Pvt. Ltd. LOCATION: Jodhpur (Raj).

DURATION:- From August'2012 till August'2013

PROFILE:- Working as manager marketing & operations for a software company

SKILLS:-

***Service as marketing manager***

- Creating awareness and communicating products USPs through awareness campaigns.
- Planning & Designing promotional campaigns and offers and implementing them by representing in exhibitions, PR, print and digital media.
- Interacting, managing, motivating and supporting existing distributors and channel partners across the globe and developing strategic alliances for business development.
- Understanding customers' requirements, work flow and business model for further development of products by communicating the same to development team.
- Proposing modifications and enhancements for further development of existing & upcoming product line.

***Service as operations manager***

- Managing support team and ensuring Complaint Resolution /Customer support.
- Managing & co-ordinating training and query sessions for customer's working team.
- Timeliness & accuracy of settlement of distributors and channels partners.

POST : - Senior Relationship Manager

COMPANY:- ICICI Securities Ltd. LOCATION: Gurgaon (Haryana).

DURATION:- 19th September'2011 to 11th August'2012 (11 Months)

PROFILE:- Was working as Assistant manager grade-II in sales team for a financial services broking company

SKILLS:-

***Service through relationship management***

- Engage with customers to provide quick response to customer queries, provide customer service.
- Identify financial goals of customers and providing financial planning assistance.

***Sales***

- Focus on cross-sell & up-sell opportunity in allocated customers to ensure sales targets are achieved

Major products covered are Mutual Funds, Equity, PMS's, Private Equity, Insurance and other wealth and service products.

- Need based product pitching and focus on all product categories

***Relationship management***

- Responsiveness as per the TAT
- Complaint Resolution /Customer satisfaction
- Timeliness & accuracy of reports.

POST : - Developer

COMPANY:- Enfinite Solutions

DURATION:- 1 Year

PROFILE:- I was working as Software Coder & Web Developer,  
C Language programming, Photoshop, Dreamweaver, Php & SQL.

**MANAGEMENT TRAINING**

Done Two Months Summer Training Under the Banner of **Edelweiss Broking LTD.**

Got an Experience rich training in Sales Department, With Achievement of Monthly Targets of Advance Brokerage.

**EDUCATIONAL QUALIFICATION:**

| S.NO | Degree           | University/Board     | Specialization      | Year    | Division |
|------|------------------|----------------------|---------------------|---------|----------|
| 1.   | PGDM             | JKPS                 | Marketing & Finance | 2009-11 | Ist      |
| 2.   | B.E.             | Rajasthan University | Computer Science    | 2004-08 | Ist      |
| 3.   | 12 <sup>th</sup> | Rajasthan Board      | PCM                 | 2004    | IInd     |
| 4.   | 10 <sup>th</sup> | Rajasthan Board      | -                   | 2002    | Ist      |

**OTHER ACHIEVEMENTS:**

Work Shop/Seminars:-

- Presented a paper on **Managing Organizational and Management Challenges in India**, at All India Management Association [AIMA].
- Attended workshop on Micro, Small & Medium Scale Enterprises conducted by **AIMA**.

Special Skills:-

- Comfortable in public speaking, Social gathering, Social activities etc.

## ACADEMIC PROJECTS:

- A Project report on Mutual Funds.

Objectives of study are:

To briefly describe Mutual Funds.

To describe types of Mutual funds & related literature reviews.

To describe five different company's mutual funds and their strategy of formulation.

(Submitted to JKPS, IMT as Part of curriculum)

- Study on "Role of sales promotion over FMCG products."

Objectives of Study are:

To study consumer preferences with respect to sales promotion in FMCG sector.

To examine tradeoffs, relative importance of different attributes while responding to a sales promotion offer.

To study the effect of sales promotions in FMCG sector esp. in soaps and detergent industry.

To study consumer behavior in purchase of soaps and detergent.

(Submitted to JKPS, IMT as Part of curriculum)

- Study on Progress and investor's perception towards dematerialization of Shares.

Primary study on the topic , observe investors perception while on field, at Edelweiss Broking Ltd.

(Submitted to JKPS, IMT & Edelweiss Broking Ltd as Part of curriculum)

## PERSONAL INFORMATION:

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|----------------------------|---|---|
| • <b>Father's Name</b>     | : | Shri Subhash Bohra  |
| • <b>Age/D.O.B.</b>        | : | 27 / 11 <sup>th</sup> Oct '86   |
| • <b>Home Town</b>         | : | Jodhpur (Rajasthan)   |
| • <b>Languages Known</b>   | : | English(Speak, Read & Write),<br>Hindi(Speak, Read & Write).                    |
| • <b>Permanent Address</b> | : | S-113, Ashiana Amarbagh,<br>Main Pali Road, Jodhpur,<br>Rajasthan. Pin:- 342005 |
| • <b>Marital Status</b>    | : | Married   |
| • <b>Nationality</b>       | : | Indian  |
| • <b>Passport Number</b>   | : | J86855208   |

**Place:-**

**Date:-**

**Vriti Narayan Bohra**