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| **Urvashi Srivastava**  **House no.5, 4th cross, Jaladarshini Layout, Sanjay Nagar, Bangalore.**  E-mail: [urvashi.srivastava4@gmail.com](mailto:urvashi.srivastava4@gmail.com)  Contact No. 8884666714 |  |

**OBJECTIVE**

To utilize my interpersonal,negotiation,and convincing skills and make best use of my knowledge and experience in marketing, Corporate sales and relationship management of key accounts, to be a dedicated asset of a growth oriented organization.

**WORK EXPERIENCE**

Senior Executive-Corporate Sales

Infoedge India Ltd.

Duration- April 2013-Present.

**ROLES AND RESPONSIBILITIES**

* Characterize and execute sales strategy in close alignment with business goals.
* Effectively analyzing existing market trends, understanding the client's specific requirement and providing effective and profitable customized solution to them thereby enhancing their benefit.
* Successfully establishing healthy business relations with clients for securing repeat business and long term customer loyalty and work towards solving client's queries and providing media solutions.
* Spearheading efforts across handling sales initiatives

**EDUCATIONAL QUALIFICATION**

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| --- | --- | --- | --- | --- |
| **Degree/ Certificate** | **Institution** | **Year of**  **Passing** | **Board/University** | **Percentage/Percentile** |
| PGDM (Marketing, HR) | MS Ramaiah Institute of Management ,  Bangalore | 2013 | AUTONOMOUS | 7.23 |
| B.Sc.  ( Life Science) | Isabella Thoburn college | 2011 | Lucknow University | 60.8% |
| 12th | Kendriya Vidyalaya, Gomti Nagar | 2007 | CBSE | 61.4% |
| 10th | Kendriya Vidyalaya, Gomti Nagar | 2005 | CBSE | 75.8% |

**PROJECTS**

**SUMMER INTERNSHIP PROJECT- LUPIN LIMITED, LUCKNOW**

Key work area : Marketing Research

Project : Sales trends of Lupin Respira in Trans Gomti region, Lucknow

Duration : 2 months

**SHORT- TERM INTERNSHIP PROJECT- BIG BAZAAR, BANGALORE**

Key work area: Retail marketing

**CERTIFICATION PROGRAMS**

Member of The Bharat Scout and Guide and got Governor Award.

**CO-CURRICULAR ACTIVITIES**

* Member of marketing club of MSRIM.
* Represented School in various debate competitions.
* Have done various proficiency badges under Bharat Scout and Guide.
* Member of AACET in Isabella Thoburn College, Lucknow.An association which is working towards promoting awareness about AIDS.
* Participated in various cultural programs at school and college level.
* Participated in trekking programs in Himalaya ranges.

**PERSONAL DETAILS**

Date of Birth: 4/06/1989

Gender : Female

Language Known : English and Hindi

Permanent Address : 5/797, Vikas Khand, Gomti Nagar, Lucknow, UP -226010