**PRIYANKA SUREDHA**

Contact: +91- 9910906480 Email:priyanka.suredha@gmail.com

**Job objective**

Seeking opportunities in Sales & Marketing / Data Analytics / Channel Management / Business Development with the organization of repute preferably in Automobile / Banking Industry / Advertising Industry / Travel & Tourism.

**Core competencies**

**Customer Service**

* Driving strategies for enhancement of customer satisfaction through myriad activities to capture essential qualities of high-level client services

**Business Development**

* Strategizing long term as well as short term business plans to ensure maximum profitability
* Discovering and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business

**Financial Reports’ Analysis and Projections**

* Balance Sheet, income statement, cash flow statement Y-O-Y trend and comparative analysis, forecasting, Segment analysis
* Drawing conclusions and developing recommendations

**MIS Management**

* Manipulating, cleansing & processing data using Excel- pivot tables, charts, look up functions, trend analysis, SAS
* Analyzing raw data, drawing conclusions & developing recommendations
* Data entry, data auditing, creating data reports & monitoring all data for accuracy
* Designing, developing and implementing new functionality
* Monitoring the automated loading processes
* Advising on the suitability of methodologies and suggesting improvements
* Carrying out specified data processing and statistical techniques

**Education Qualification**

* **PGDM** from **Fore School Of Management**, New Delhi Specialization in **Marketing & Finance** (2008-2011) Executive Program
* **Graduation B.Sc. (G)** from Deen Dayal Upadhaya College , Delhi University (2002-2005)
* **+2** from Gagan Bharti Public School, New Delhi, 2001-2002 (Up to Senior Secondary)
* **10th** from D.A.V Public School, New Delhi, Yr-2000 (Up to Higher Secondary)

**Training and short term courses**

* **Base Statistical Analysis System** (SAS) training from Multisoft Institute, Noida.
* Entry level, level 1 and 2 **automobile Basics and advanced Tech Know-how** training at Hyundai Motor India.
* National Skills training at Hyundai Motor India
* Soft Skills training at IGate Solutions India Ltd

**Organizational experience**

**Since Dec’14 – Feb’15 Silver Arrows, Noida as a Senior Priority Relationship Executive**

* Handle in-house Customers’ concerns and escalations to Mercedes Benz India
* Ensure systematic data analysis pertaining to Complaints and Dealer In- House Reports
* Arrange technical visit to customers’ place
* Coordinate between sales and after sales team
* Draft business communication

**Since June’14 –Sep’14 Himgiri Hyundai, New Delhi as In-house Trainer, CCM, MIS Analyst**

Key Result Areas:

* Handled in-house Customers’ concerns and escalations to HMIL
* Formulated and implemented Soft skills and Automobile training modules
* Ensured systematic data analysis pertaining to Complaints, Training, and Dealer In- House Reports
* Made Marketing Presentations using MS power points
* MIS- DSR, monthly sales reports, quarterly and monthly analysis, trend analysis, Sales Consultant wise sales report, lost sales data report, Sale projection summaries
* Coordinated between the sales and after sales team
* Carried out field Marketing activities and made presentations for the same
* Train new employees on GDMS Software

was affected by Cervical Spondylosis hence had to discontinue services on doctor’s advice.

**Since Dec’12–Aug’13 Samara Hyundai, New Delhi as Customer Care Manager**

Key Result Areas:

* Handled customer’s complaints and furnishing the services as per the requirements
* Processed return mail/email customer inquiries
* Direct meet with the consumers/buyers
* Ensured proper coordination among sales and service teams for the vehicles influx
* Created agendas, dealer in house presentations, Performance and improvement plans using excel and MS power points
* Planned & sketched out the action plans at the time of the festivities
* Scrutinized the quality of services through random checks at the Dealership as per the company standards levied
* Ensured all SOPs were followed by Sales Consultants and support staff
* Monitored service levels, call volumes and schedules; took action needed to ensure customer satisfaction and efficiency
* Tracked, controlled and analyzed root cause analysis &Complaint trend analysis (mapping) for the types of complaints
* Formulated and implemented Soft skills training modules
* Evaluated and recommended productive training and feedback sessions; evaluated results and effectiveness

**Achievements:**

* May’13 - 2nd Positions - Customer Care Manager (At CRO1Regional Level)
* June’13 - 4th positions – Customer Care Manager (At CRO1 Regional Level)
* July’13 - Among 6 Grand Finalists in National Sales Skills Competition (At National Level)

**Since Sep’08 – Oct’12 Bright Mak Export Pvt. Ltd, New Delhi, Marketing Executive/Advisor**

Key Result Areas:

* Worked closely to the purchasing department for ordering good quality and economical products for exporting to the buyers
* Interaction with client and suppliers
* Price negotiation and Closing of deals
* Planed and assigned workload to team member
* Oversaw daily workflow to ensure timely deliveries
* Identified high potential international clients and initiated pilots
* Handled business client interactions
* Prepared MIS reports pertaining to performance details quarterly and half yearly

**Achievements:**

* Managed Day-to-Day service deliverables
* Took care of client insight for Product/service Platform through Service model analysis and Revenue mapping
* Established repute of bringing in new clientele and running a first-rate liaison with the existed customers’ base
* Established strong leadership team

**Sep’06 – May’07 IGATE Solutions Pvt. Ltd., Noida, Senior Associate**

Key Result Areas:

* Marketing Research process for IRI-Information Research Inc.
* Collected Marketing survey data and conducted primary and secondary research through CATI, MS Excel and SAS
* Performed the task of developing project specific SAS programs like producing analysis datasets ,graphics and reports
* Provided statistical analysis and support
* Modified incoming data using SAS codes by reformatting, importing and sorting ,merging and restructuring
* Prepared Marketing presentations
* Attended client and team meetings and VOIP conferences as required

**Achievements:**

* Best team member in IRI-Information Research Inc.
* Trained colleagues and achieved the goal of 100% back up for the process
* Received appreciation from client for good communication skills

Scored 100% in IRI process training.

Attended workshops on team building, leadership skills.

* Subsequent to services at Igate, took a break for CAT preparation afterwards, I pursued my post-graduation course at Fore School of Management. An MBA program for working professionals with specialization in Marketing and Finance.
* Completed my SAS course (Sep-2013 Feb-2014).

**EXTRAMURAL ENGAGEMENTS**

* Actively participated in:
* Math and Science Olympiads at school level
* Sports Competitions like Volleyball and Badminton
* Keeping fit, interacting with people with diverse back ground, writing short stories
* Enjoy travelling to new destinations
* Successfully coordinated:
* Annual Management Festival - Trends 2010

**PERSONAL DETAILS**

Date of Birth : 03rd August 1984

Father’s name : Lt. Mr. Prem Singh Suredha

Marital : Single

Languages Known : English, Hindi.

Permanent Address : Q-16, Manas Kunj Road, Vikas Vihar, Uttam Nagar, N.D-59.

**PRIYANKA SUREDHA**