

Digisha Patel

MBA, B. Tech. (Chemical)

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Professional Highlights

Marketing Professional with over 4 years of experience in B2B Sales & Marketing Strategies and their Implementations, Demand Generation, Account Management and Proposal Coordination

- Managed **end-to-end sales cycle** including formulating **RFP responses** and closing sales
- **Account management** experience with over 400 clients along with a team of 15 executives
- Proven Leadership skills, built teams and defined success metrics with result-oriented execution
- Marketing and CRM Tools – Zoho, Lotus Notes, SQL, Salesforce

Core Skills & Expertise

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|-------------------------------|---------------------|-------------------------------|
| • Business Development/ Sales | • HR and Admin | • Proposal Coordinator |
| • Analytical skills | • Critical Thinking | • Influencing and Negotiation |
| • Detail Oriented | • Proposal Engineer | • Vendor management |
| • Procurement/Purchasing | • Team Management | • Recruitment/Compensation |

Professional Experience

Manager – Special Projects | TSG Solutions Pvt. Ltd., Ahmedabad | May 2020 – Present

- Business Development activities for a US client (social media marketing and email marketing)
- Involved in non-voice email support operation and coordination with operations team for support
- Handled end to end process of recruitment, onboarding of employees and continuous feedback
- Created SOPs and HR policies from scratch to improve efficiency and smoothened the office operations

Freelancer – Business development, Digital Marketing and Content Development | Feb. 2019 – May 2020

- Involved in content development for websites for different industries
- Identifying current trends and maintaining social media presence across all channels
- Collaborate with internal team and other vendors to optimize user experience
- Involved in business development activities through social media

Business Development Representative – Small & Medium Business | Bell Canada (under OSL) – Mississauga, Canada | Apr. 2018 – Jan. 2019

- Achieved weekly targets 100% by building relationships, analyzing data and networking with clients
- Serviced existing clients, tracked competition and established new accounts by daily planning

Business Development – Market Intelligence | Fibre2fashion Pvt. Ltd. - Ahmedabad, India | Jul. 2017 – Nov. 2017

- Involved in customer acquisition and other business development activities like attending seminars and business events in textile industry
- Involved in improving the products through continuous feedback on the offerings
- Analyzed client requirements and provided customized market intelligence reports.

Business Manager – Client Servicing | Indiamart Intermesh Ltd. – Delhi, India | Apr. 2016 – Oct. 2016

- Handled about 400 suppliers across industries all over India
- Managed and motivated a team of 15 executives with 2 levels of hierarchy under me to achieve monthly targets in terms of customer churn and revenue generation
- Improved the sales growth and audience engagement with digital marketing strategies for the clients with the help of SEO specialists, content developers and social media experts.
- Achieved 80% monthly renewal rate of existing customers by providing excellent customer service

Summer Intern – Industrial Products | Pidilite Industries Ltd. – Mumbai, India | May 2015 – Jun. 2015

- Paid internship to launch e-modules online to save man hours in training
- Prioritization, collation and indexing of all training material and finalizing the modules to be converted
- Discuss the content with vendor and product specialists of all the divisions within Industrial Products Business
- Studied current scenario of training and cost benefit analysis of using online modules instead of classroom sessions

Executive Engineer – Proposal and Estimation | Larsen and Toubro Hydrocarbon Engineering – Vadodara, India | Jul. 2012 – Jun. 2014

- Conducted **market research** for new project opportunities of oil and gas projects
- Coordinated between departments (**proposal coordinator**) for bid compliance processes
- Negotiated with vendors to achieve target **cost reduction** of 5%-12% for equipment at proposal stage
- Compiled technical bid within tight schedules for two major projects in the oil and gas sector
- Generated parametric comparison of data from previous projects to get first cut cost for proposal

Education

Post Graduate Diploma in Management (PGDM) - Marketing | 2014-2016 | Indian Institute of Management (IIM), Indore, India

Bachelor's of Technology (Chemical) | 2008-2012 | Institute of Technology, Nirma University - Ahmedabad, India

- Secured second position in a batch of 71 during graduation, Nirma Institute of Technology, PPI – 8.67/10