

Anjali Solanki

Sr. Marketing executive

PERSONAL SUMMARY

A highly efficient, results driven and capable marketing executive with a proven ability to effectively develop, manage and control relationships between the company and its target audience. Having a proven track record of quickly understanding a marketing campaigns mission, vision and objective and then communicating this to potential customers. Enjoying challenging briefs & able to work to an excellent standard under considerable pressure whilst presenting a positive image to clients & colleagues.

Now looking for a suitable sales position with a ambitious & exciting company.

AREAS OF EXPERTISE

Business development

All type of Marketing

Customer retention

Sale the Product

WORK EXPERIENCE

Edu Bridge Learning Pvt Ltd

Career Coach (March 2022)

Completed Pre-job training and worked as Career Coach.

EUROTECH Assessment & Certification Pvt. Ltd.

Sr. Marketing Executive (Jan 2019 – Dec 2021)

Working as part of a busy BD team involved in annual & quarterly tactical planning, scheduling & also delivery across multiple media. Responsible for ensuring that promotional activity is targeted, effective in attracting potential customers.

PERSONAL SKILLS

Initiative

Building relationships

Creative thinking

Smart working

Duties:

- Indoor Marketing of Engineering Product at National and international Level.
- Calling, Mailing and client meetings to promote and sale the product.
- Documentation and Data entry work to manage and maintain all client record.
- Deals in Companies and have to provide quotation.
- Deals with international clients and also have to manage payment record.
- To fulfill daily, weekly and monthly targets make new strategies and planning chart and discuss with Director.

NCVT (Neo Creative Technologies Pvt Ltd) Company

Senior Business Development Executive (March 2017 to Nov2018)

WORK PROFILE:-

- Maintain and update all customers database and prepare documents for all administration work.
- Work in MS outlook and give response for any technical or non-technical queries of customers.
- Screen over 50 phone calls daily, Doing messages, Mails, Couriers and taking customers follow ups daily.
- Attending conferences, meetings, and industry events
- Contacting clients to inform them about new developments in the company's products. Developig quotes and proposal Negotiating and renegotiating by phone, email, and in person
- Developing sales goals for the team, To fulfill daily, weekly and monthly targets make new strategies and planning chart and discuss with manager.
- Prepare account details and handle financial work.
- Doing Counseling of customers to sale product successfully.
- Submit daily, weekly and monthly report to Branch Manager.
- Provide assistance to juniors and train them.

PERSONAL DETAILS

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Vertica, Gota
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DOB: 23/06/1995

KEY SKILLS AND COMPETENCIES

- Experience in being involved in multiple marketing campaigns in parallel. Thorough understanding of promotional calls.
- Ability to work to tight deadlines and multi-task.
- Good understanding of methods to assess marketing
- Ability to troubleshoot independently.

ACADEMIC QUALIFICATIONS

Bachelor of Engineering in Electronics & Communication

Government Engineering College (Bhavnagar) - 2016 with 8.25 CGPA

Diploma in Electronics & Communication

Parul University (Vadodara) – 2013 with 8.26 CGPA

S.S.C (Secondary School Certificate)

Mahatma Gandhi School (Vadodara) – 2010 with 81.23

REFERENCES – Available on request.