



Shobhana Kirti

Finance & Marketing
Ahmedabad, India

CAREER OBJECTIVES

I would like to work with an organisation where I would contribute significantly to the growth of the organisation and self by accepting challenging assignments with entrepreneurial responsibilities.

WORK EXPERIENCE

Marketing Executive

May 2018 - October 2018

E-Procurement Technologies

- Responsible for generating revenues from given key accounts and new business developments across India
- Responsible for acquiring new clients and making a consistent relationship with existing clients
- Pitching new prospects and handling new customer relations
- Responsible for revenue generation of 280,000 per month through aggressive sales and marketing alliances
- Enhanced organisational effectiveness through setting up appropriate marketing strategies
- Responsible for collecting data from market & being in constant touch with agencies & clients

Business Development Intern

May 2017 - July 2017

Karvy Stock Broking Ltd.

- Approached potential clients and generated leads which helped in increasing business
- Converted prospective clients into Karvy partners
- Helped in Research Information
- Learned management skills which includes time management, scheduled appointments, organizing information into Excel

EDUCATION

PGDM - Marketing & Finance

CGPA: 7.33/9.00

July 2016 - July 2018

United World School of Business - Gandhinagar, Gujarat

B.Com Hons.

Score: 50%

July 2012 - July 2015

City College, Calcutta University -Kolkata, West Bengal

ACADEMIC ACHIEVEMENTS

- Secured position in Dean's List of top Four highest scorer.
- Certificate of Business Intelligence at UWSB (10th to 11th October 2017)
- Certificate of Pro-Computerized Financial Accounting by APTECH, Kolkata (January - March 2015)
- Certificate of Participation for Immersion Rural Programme by IRMA (23-25, September 2016)
- Certificate of Participation for Conference Series organized by college on November 2016
- Certificate of Participation for three days' workshop (Commodity Trading by NCDEX, Pick your stock and Market Research) at IIM Ahmedabad, September 30th to October 2nd, 2017
- Certificate of Live Project by Capital First, August 2017

CONTACT

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LinkedIn Profile

CORE COMPETENCIES

- Proficient in Microsoft Office Suite
- Capable of identifying & acquiring clients
- Time management skills
- Creative and innovative exploring different marketing techniques

LANGUAGES

- Hindi (native)
- English

INTERESTS

- Cooking
- Volunteering