

CURRICULUM VITAE

HIMANSHI MITTAL



PROFILE:

8+ years of Results-oriented and dynamic Marketing & Sales Manager with a proven track record of **driving business** development and **achieving sales** targets. Adept at building and maintaining **strategic partnerships**, implementing effective sales strategies, and providing **marketing strategies** to achieve business growth. Seeking an opportunity to contribute leadership and **expertise in sales & marketing** within a dynamic and growth-oriented organization. Hands on experience in Franchise, Travel, Events, Property and E-Commerce managing Sales, Business Development, Customer experience, Merchandising, Business operations and Growth specific in organizations like Snapdeal, Franchise India and Trip Factory.

LinkedIn:

<https://www.linkedin.com/in/himanshi-mittal-9471017b>

AREA OF EXPERTISE:

- Leads Generation & Qualification
- Market research & Analysis
- Strategic planning
- Proposal Development
- Monetization Strategy
- Marketing Management
- Revenue Optimization
- Prospecting & Rapport Building
- Budget Management
- A/B Testing
- Negotiation Skills
- Product Knowledge

CAREER CONTOUR

Company- Cossouq (*E-Commerce*)

Profile- Sales & Marketing Manager

Duration- Aug'2024-Till Date

Job Profile and Key Responsibility Areas:

- Developing and executing a **results-driven, multi-platform communications strategy** and plan in line with corporate and brand direction while reflecting local priorities.
- Creating and **managing all marketing materials** and collateral in line with brand direction.
- **Implementing online marketing activities** including social media, SEO/SEM, demand generation, lead generation, etc.
- Tracking the **effectiveness of various campaigns** and course corrections as required.
- Managing communications **spending and working with vendors and agencies** to create and/or localize communications and marketing activities and develop supporting assets.
- Leading the **planning and implementation of PR** and initiatives related to the brand.
- Collaborating with cross-functional teams and external agencies to ensure consistent brand messaging and communication.
- **Managed end-to-end product** assortment, including selection, pricing, and inventory management, ensuring alignment with company goals.
- Implemented rigorous **A/B testing methodologies** to refine ad creatives, targeting strategies, and landing pages, resulting in continuous improvement in campaign performance.

Company- Snapdeal | Ace Vector Group (*E-Commerce*)

Profile- Sales & Marketing Manager

Duration- Apr'2022-Jul'2024

Job Profile and Key Responsibility Areas:

- Responsible for **developing strategies** to drive sales and business volume working with the Business Head.
- **Analyzed market** trends and **customer** behavior to identify opportunities for product expansion and improvement.
- Managed the advertising budget, optimizing spending to achieve maximum ROI and **reduce overall customer acquisition costs**.
- Collaborated with marketing teams to **create targeted promotional campaigns**, driving product visibility and sales.
- **Examines competitors** closely in terms of their procedures, relations to align business development strategy regarding market changes, demands, and needs.

Projects:

- Growth Expert Program: Helping new sellers to grow their market.
- Monetization & Ads: Onboarding big revenue generating brands for providing them growth and visibility over SD platform.

MERCHANDISING ACUMEN:

- Driving conversions
- Understanding on-site merchandising
- SEO/SEM planning
- Creative Promotions
- Marketing Calendar

BUSINESS COMPETENCIES:

- Category & Account Management
- MS Excel SQL
- Vertica
- Salesforce

PERSONAL COMPETENCIES:

- Foundational Sales Knowledge
- Uncovering Pain Points
- Analytical
- Optimistic Team Player
- Conversational Excellence
- Patience & Perseverance

ACADEMIC PROFILE:

BJMC, GGSIPU (2014)

E-Mail Id:

challenger.himanshi@gmail.com

Achievements and Awards:

- Developed and executed a comprehensive monetization strategy, resulting in a **34% increase in revenue** and Utilized data analytics to optimize ad spend, **reducing costs by 12%** while improving campaign performance.
- Achieved Snapdeal **Mountain Mover Award** in the first year for successfully handling and executing Project- Monetization & GEP.

Company- Trip Factory (*Travel Franchise Business*)

Profile- Business Development Manager

Duration- Nov'2021-Apr'2022

Job Profile and Key Responsibility Areas:

- Successfully **executed multi-channel lead generation** initiatives, driving an average of new leads daily.
- Conducted market research to identify and tap into new opportunities, resulting in a **increase in lead acquisition** from untapped markets.
- Negotiated and closed franchise agreements, consistently meeting or exceeding sales targets.
- Collaborated with marketing teams to **create compelling promotional materials** and campaigns to attract potential franchisees.
- Established and **maintained strong relationships** with key clients, ensuring repeat business and referrals.
- **Coordinated with legal and operations teams** to facilitate a smooth onboarding process for new franchisees.

Projects:

- Franchise Development in North India: Connecting and closing investors for TF Franchises.
- Lead Generation Program: Generating leads across platform and qualifying them.

Achievements and Awards:

- Closed 7 Franchise Partners in the 4 months of joining and contributing to a **50% growth** in the franchise portfolio.
- Awarded Snapdeal **Best Team Player** for outstanding performance and contributions to business development.

Company- Franchise India Brands Ltd (*World Franchise Business*)

Profile- Business Advisor

Duration- Nov'2020-Nov'2021

Job Profile and Key Responsibility Areas:

- Primary responsible is to **assist the organizations sales and growth** efforts by contributing to new customer acquisition.
- Implemented **digital marketing campaigns** that yielded an average increase in **monthly leads** over a period of months.
- Meeting with new brands and launching for FI client's for more franchises with my **uncovering skills**.

- Oversees new franchisees and provides training and information on the business policies and procedures.
- Responsible for Sales of 4 team members including their complete work training and ideas discussion.
- Working with **Brands like Dabur-New U, Rasna, Grofers, Imperial Blue, BTW, Takshila, Haldirams, TJUK, Pro India** and etc.

Projects:

- Partnership with New Brands: Onboarding more brands to create Franchise business booklet for investors.
- Franchise Powerhouse Program: Closing more investors with the listed brands on FI.

Achievements and Awards:

- Collaborated with 13 national and international Brands and Achieved **One Man Army Award** for the highest number of onboarding New Brands Pan India

Company- Jehel (*Hydraulic Equipment Company*)

Profile- International Business development Manager (Contract Basis)

Duration-Apr'2019-Apr'2021

Job Profile and Key Responsibility Areas:

- Primary responsible for **researching, analyzing, interpreting, and presenting data related to markets, operations, finance/accounting, economics, customers,** and other information related to the field.
- Worked with **Indian Embassy's and Trade councils around the world** for raising business opportunities everywhere.
- Developed business in **EMEA, GULF Countries and Neighboring countries** for JV and Collaboration.
- Responsible for setting up meetings and closing the business deals.
- Closing worked with **cross-function departments** to maintain accuracy in Legal agreement, marketing strategies and maintaining relationships with existing clients.

Company- Pivotal Infra Pvt. Ltd (*Real-Estate*)

Duration-Sep'2018-Nov'2020

Company- International Panaacea Limited (*Agri Company*)

Duration-Feb'2018-Aug' 2018

Company- Concept Makers Pvt Ltd (*Event Organizing Company*)

Duration-Mar'2015-Jan' 2018

DECLARATION

I hereby declare that the above details are true to the best of my knowledge and that I'll do my best for the good of the organization.

Date :

Place:

(Himanshi Mittal)