





PERSONAL INFORMATION

 Email

kajalmeshram008@gmail.com

 Mobile

(+91) 9823006821

 Total work experience

8 Years 7 Months

KEY SKILLS

Sales Management

Customer Service Management

Marketing Management

Analytical Skills

Team Management Skills

Budgeting

Marketing Campaigns

Cross Functional Coordination

Leadership

Team Building

Problem Solving

Negotiation

Collaboration

Strategic Planning

Marketing Automation

Lead Generation

KAJAL MESHAM

Senior Manager - Sales & Marketing

PROFILE SUMMARY

Accomplished sales executive with over 8+ years of demonstrated success in surpassing sales targets and driving revenue growth. Adept at comprehending intricate business needs and delivering exceptional customer service. Proficient in team management, marketing, and financial products. Currently excelling in a Sales and Operations capacity with a relentless commitment to delivering outstanding outcomes. Hold an MBA in HR and Marketing, along with certifications in Cyber Security, Marketing & Retail Analytics, and Sales Professional.

EDUCATION

2018

MBA/PGDM

bharati vidyapeeth

2014

B.B.A/ B.M.S

Trident Academy of Creative Technology, Bhuvaneshwar

2011

XIIth

English

2009

Xth

English

WORK EXPERIENCE

Oct 2023 - Present

Senior Manager - Sales & Marketing

Shiwas House Pvt. Ltd.

Prospecting, Lead Generation, and Outreach. Client Needs Analysis. Tailored Solution Presentation and Proposal Development. Negotiation and Deal Closure. Client Relationship Management. Cross-selling and Up-selling strategies. Market Research and Competitive Analysis. Integrated collaborations. Performance Tracking, Analysis, and Reporting.

OTHER PERSONAL DETAILS

City Pune
Country INDIA

LANGUAGES

- English
- Hindi

Jan 2023 - Oct 2023

Manager - Retail Operations

Vodafone Idea (VI)

Sales and Customer Service Leader : Drive sales initiatives and ensure top-tier customer service standards to achieve targets and elevate customer satisfaction.

Marketing and Promotions Strategist : Develop and execute marketing campaigns and promotional activities to bolster store visibility and attract clientele.

Revenue Optimization Expert : Formulate and implement revenue generation plans to meet or exceed sales targets across all product lines and services.

Operational Efficiency Manager : Oversee operational processes to guarantee seamless store operations, minimize losses, and uphold adherence to company protocols.

Customer Experience : Champion the delivery of exceptional customer experiences, resolving issues promptly, and fostering strong customer relationships.

Store Management Specialist : Direct inventory management, maintain infrastructure integrity, and optimize store layout to ensure operational excellence.

Issue Resolution Facilitator : Act promptly to address and resolve both channel and store-specific issues, ensuring minimal disruption to operations.

Team Motivation and Development Champion : Cultivate a positive work culture, provide ongoing feedback, and facilitate professional development opportunities for staff advancement.

Aug 2022 - Dec 2022

Territory Sales Manager

Vodafone Idea (VI)

Sales Strategy Development and Execution: Develop comprehensive sales strategies to achieve revenue targets and maximize profitability.

Execute sales plans in alignment with company objectives, ensuring consistent progress towards sales goals.

Collaborate with the sales team to establish realistic sales forecasts and set achievable targets.

Distribution Channel Management:

Oversee all aspects of the distribution process, including inventory management, logistics, and transportation.

Identify and evaluate new distribution channels to expand market reach and increase product availability.

Cultivate strong relationships with distribution partners and vendors to optimize distribution efficiency.

Team Leadership and Development:

Lead and inspire the sales and distribution team to deliver exceptional results and meet performance metrics.

Provide coaching and guidance to team members, fostering their professional growth and development. Conduct regular performance evaluations and offer constructive feedback to drive continuous improvement.

Market Analysis and Planning:

Conduct thorough market research and analysis to identify emerging trends, customer preferences, and competitive threats.

Develop data-driven marketing plans and promotional campaigns to support sales initiatives and drive brand awareness.

Monitor competitor activity and market dynamics to anticipate changes and capitalize on opportunities.

Collaboration and Communication:

Collaborate cross-functionally with internal teams such as marketing, product development, and operations to ensure alignment and maximize efficiency.

Communicate effectively with stakeholders at all levels, providing regular updates on sales performance, market trends, and distribution strategies.

Compliance and Process Improvement:

Ensure compliance with all relevant laws, regulations, and company policies related to sales and distribution activities.

Identify opportunities for process improvement and efficiency gains within the sales and distribution function, implementing best practices as needed.

Performance Monitoring and Reporting:

Monitor sales performance and key performance indicators (KPIs), analyzing data to assess progress towards goals and identify areas for improvement.

Prepare regular reports and presentations for senior management, summarizing sales achievements, challenges, and strategic recommendations.

Mar 2021 - Apr 2022

Business Development Manager

Unacademy

Conversion of leads received through various marketing channels.

Preparing short-term and long-term sales plan towards reaching the assigned goals.

Consistently achieve revenue targets in line with team/organizational objectives.

Proactively identifying cross-selling/up-selling opportunities with the existing customers and identifying references through the existing customer base to increase the sales pipeline.

Customer Relationship Management - Understand the customer requirement and pass on the insights towards the product portfolio improvement based on customer interaction/feedback.

Key Account Management , New account development , Operations and reporting , managing pre-sales to post-sales support activities for the assigned products/geographies and ensuring the highest customer satisfaction.

Jan 2019 - Mar 2021

Branch Sales Manager

Bajaj Finserv

Responsible for overall sales of the branch. Sales and Marketing of company's products and solutions

Convert prospects into customers Sell suitable

Investment & life insurance products and solutions

Conduct customer meetins to demonstrate

company's products and solutions Built strong

networks of customers Hire and Train the field sales executives.

Feb 2018 - Jan 2019

Unit Manager

ICICI Prudential Life Insurance

Initiate meetings with prospective customers

Understand customer needs and recommend suitable

Life insurance products and solutions Handling

Advisors & their Queries Provide Materials &

Necessary Documents Recruiting & On - Boarding

New Advisor Field sales job: meeting customers at the time and place of their convenience The opportunity to build strong networks of customers Recruit, train and create a team of life insurance advisors.

Generate revenue through these set of advisors by:

Acquiring new customers Cross-selling and upselling to the existing set of customers.

Nov 2014 - Oct 2016

Executive - Sales and Marketing

EXL Services

Supervised Retention Department , Handled team members , evaluating marketing campaigns , monitoring competitor activity , supporting the marketing manager and other colleagues , arranging the effective distribution of marketing materials , conducting market research , arranging the effective distribution of marketing materials ,maintaining and updating customer databases , maintaining the confidentiality of all the clients .

INTERNSHIP

5 Months

Employee Engagement and its Impact on Organizational growth

Tata Motors

4 Months

Disruptive Marketing Methods Nov???16 ??? Feb???17

Reliance Communications (RCOM)

5 Months

Strategic Skill Mapping for Automotive Excellence

Tml Drivelines , Tata Motors

COURSES & CERTIFICATIONS

- Certified Sales Professional
- Digital Marketing
- Marketing and Retail Analytics
- Sales Management