

SHIVANI LINGANWAR

OBJECTIVE

To work in a lively environment provides me the opportunity to challenge myself and work to my potential. I want to develop my skills and extend my knowledge while interacting and learning from a diverse group of professionals.

CONTACT

✉ shivanilinganwar333@gmail.com

☎ +91 9145243799

🔗 [LinkedIn](#)

KEY SKILLS AND CHARACTERISTICS

- Cross-Functional Collaboration
- Microsoft Office
- Business Negotiation
- CRM Software
- Strategic Account Planning
- Documentation and Reporting
- Upsell Opportunities
- Acquisition and Retention Strategies
- Strategic Marketing
- Market Research Analysis

EXPERIENCE

ACCOUNT MANAGER, *RADIO MIRCHI*

JUNE 2022 - PRESENT

- Acted as main point of contact in matters relating to client concerns and needs.
- De-escalated customer interactions by providing alternative tactics to solving problems and satisfying customer needs.
- Negotiated contracts and closed agreements to maximize profits.
- Identified needs of customers promptly and efficiently.
- Pitched to new clients by leveraging client base and targeting strategic partnerships.
- Often Collaborating with Company's Programming, Finance, Legal, Event Execution, IT, Radio Jockey and Content creator Teams from overall country to meet the client expectations.

TERRITORY SALES MANAGER, *TREEBO HOTELS*

NOV 2021 – MAY 2022

- Prospected, identified and cultivated relationships with contacts to promote product lines and solutions.
- Expanded territory by successfully cold-calling retail leadership and negotiating profitable contracts.
- Liaised with clients and product development team to recommend product improvements.
- Discovered sales opportunities by showcasing products and services to interested clients.

TRAINEE – SALES AND MARKETING, *FIRST IMPRESSIONS TRAINING & SOLUTIONS.*

Feb 2021 – May 2021

- Applied lead generating methods in high number of cold calls per day. Evaluated prospective sales and conducted research on market trends and competitors.
- Conducted marketing research to develop growth strategies.

EDUCATION

1. **MBA – MARKETING AND OPERATIONS**

ICFAI BUSINESS SCHOOL, HYDERABAD (FEB 2022)

2. **B.E. – COMPUTER SCIENCE**

AISSMS IOIT, PUNE (JUNE 2019)

HOBBIES AND INTERESTS

- Dancing
- Team sports
- Travel