

Parul Mehrotra

Email id: parul.mehrotra21@gmail.com

Contact: +91- 9971548021

LinkedIn: <https://www.linkedin.com/in/parul-mehrotra-25204242/>

Management professional with 7+ years of experience in Operations, Market Research, Customer Engagement, Business Analytics, Customer Insights, Social Media, Competition Research, Strategic Planning, Customer Service, Service Excellence Management, and Process Enhancement. Energetic professional, organized, creative, and endowed with a strong team spirit, capable of adapting to all situations.

ORGANIZATIONAL EXPOSURE

- ❖ **HCL Tech, India** – Offshore Account Manager (Senior Executive) from Nov 2022-Present.
 - Managing data, commercial, and contractual aspects of client accounts.
 - Managing databases and data records for clients across different countries.
 - Tracking revenue and receivables, and managing trackers to prevent revenue leakage.
- ❖ **Wishup Private Limited, Bengaluru** – Virtual Assistant from Aug 2020-May 2021.
 - Coordinate executive communications, including taking calls, responding to emails, and interfacing with clients
 - Prepare internal and external corporate documents for team members and industry partners
- ❖ **Customer Relationship Management** – February 2017-July 2020
 - Analyzing statistics or other data to determine the level of customer service the organization is providing.
 - Handled a team of 5+ executives in building a strong customer base and retention through various strategic and tactical programs to stimulate spend and foster customer loyalty.
- ❖ **Destination World, New Delhi** – Senior Executive (E-commerce) - February'2015 to January'2017.
 - Managing the day-to-day operations of online stores on various portals.
 - Handling the back-end packaging and logistics to execute an order.
 - Coordinating with the Category Heads and ensuring timely payments.
- ❖ **IMEX Clearing, Kanpur** – Export Executive from August'2013 to January'2015.
 - Maintaining and managing the export records & files.
 - Intimating the client in advance about due dates and ensuring timely payments.
 - Releasing Shipping bills, Airway bills to the shippers, and Master Bills of Ladings from Liners.

PROJECT

Final Research Project: The Evolving Face of E-Recruitment

SUMMER INTERNSHIP

Organization: NAATH Industries Pvt. Ltd., Mumbai

Project: SWOT Analysis of NAATH Industries Pvt. Ltd.

ACADEMIC EXPOSURE

- Foreign Language Program, IIT Kanpur (German) 2013-2014
- PGDM, GHS-IMR, Kanpur (HR/Marketing) 2011-2013
- B.com Honors, C.S.J.M.U, Kanpur 2009-2011

ACHIEVEMENTS

- Maintained a customer satisfaction rate of 95% for 2017-2020
- Solved 20 - 25 tickets on a daily basis
- Carried out retention calls with unsatisfied customers, convincing 20% of them to keep using the platform.
- Worked directly with the senior management, scheduling their meetings, flights, and other appointments on a daily basis.
- Conduct market research and report on the results
- Helped other employees with their administrative queries.

CORE SKILLS

Research & Analysis
Market Research
Dashboard Analysis

Corporate Governance
Process Enhancement
Investment Analysis

Relationship Management
Stakeholder Management
Administration Skills

Calendar Management
Inbox Management
Interpersonal Skills