

# Manpreet Kaur Jassal

Bhavnagar, Gujarat, 364001 | (+91) 9723277623  
manpreetjassal.987@gmail.com

## Linkedin

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<https://www.linkedin.com/in/manpreet-jassal-698aa5256/>

## Summary

Experienced marketing professional with a successful track record in campaigns and brand enhancement. Seeking to leverage skills in data-driven strategy and cross-functional collaboration to drive growth and deliver results for a dynamic team.

## Experience

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### Saletancy | Uttar Pradesh, Noida

#### Key Account Manager | 08/2022 - Present

- Managed and worked on 15+ projects in a 12 month span, and generated leads for multiple segment companies including HR Services, Medical field, Marketing companies, Recognition companies, Software development companies etc
- Develop thorough understanding of key clients' needs and requirements to prepare customized solutions for new projects.
- Identified new business opportunities through cold calling, networking, marketing and prospective database leads.
- Generated MIS reports on weekly and monthly basis for ongoing projects
- Take interviews of the candidates that are screened by HR Manager and are to be hired for operations dept
- Training new joiners (interns and BDE) for all the current platforms we use and provide project details they are to be assigned on
- Gained experience and have knowledge of working of multiple platforms such as
- Email Campaigns - Snovio.io, Instantly, Woodpecker
- Data Validation - Apollo.io, Bouncify, Million Verifier
- Contact details - Mr.E, Lusha, Skrapp, Kaspr
- LinkedIn & LinkedIn Sales Navigator
- LinkedIn Database - Evaboot, Waalaxy, Phantom bustor
- CRM - Hubspot, Sales Force

### Leeway Softech Pvt Ltd | Gujarat, Bhavnagar

#### Business Development Manager | 11/2019 - 05/2022

- My role here was to generate new business through online research & targeting different sectors.
- Worked with existing customers as well for new services to increase purchase of products & services.
- Generated business by establishing relationships with key decision-makers within customer's organization to promote growth and retention.
- I independently managed the Tender Management department with full responsibility.
- Identified and pursued valuable business opportunities to generate new company revenue by participating in Govt, Private Sectors, PSU, Educational Sector or Industrial Sector Tenders etc
- Worked on portals such as tender247, thetender, tenderdetail, tendertiger, govt procurement portals etc to do online bidding, submitting documents and pricing as per tender requirements.

### Synopsis | Gujarat, Bhavnagar

#### Business Development Executive | 07/2019 - 09/2019

- In my role at this educational organization, I initiated strategic web initiatives and contributed substantially to their growth
- I have worked on different online platforms that the company that helped their business growth.
- Developed new proposals, contracts and procedures to draw in more clients and streamline work operations.

### Appit Simple Infotek Pvt Ltd | Gujarat, Ahmedabad

#### Marketing Executive | 02/2018 - 06/2019

- As per my performance in internship, I was selected for full-time official job in the company which gave me extra opportunities to do performed analysis
- Made sales & marketing strategies under the guidance of our Marketing Team Head along with the responsibilities of my internship.
- Onboarded new customers efficiently by developing database listings, uploading information, and defining related lists.
- Completed and submitted monthly and yearly reports to support executive decision making.
- Planned and executed events and marketing programs to increase qualified leads.

**Appit Simple Infotek Pvt Ltd | Gujarat, Ahmedabad**  
**Marketing Intern | 08/2017 - 01/2018**

- Worked in the marketing team along with other seniors to help expand their marketing channels with their guidance
- I provided them accurate customer requirements through different mediums that were used by the company.
- Identified appropriate marketing channels and target customers for campaigns.
- Contributed to mock-ups, email campaigns, and social media content.

**Way to Web Pvt Ltd | Gujarat, Ahmedabad**  
**Intern | 06/2016 - 07/2016**

- It was summer internship regarding to learn how marketing departments work in a company and competitive analysis to identify trends and opportunities analysis.
- Completed research, compiled data, updated spreadsheets, and produced timely reports.
- Explored new technologies and approaches to streamline processes.

**Skills**

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Customer Relationship Management, Communication skills, Time management, Industry Knowledge, Sales and Marketing Acumen, Team Collaboration, Data Analysis, Time Management, Networking, Documentation review, Corporate Communications, Campaign Management

**Certificates / Awards**

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Employee of the Month of Saletancy

Month - Feb 2023

I was awarded as Employee of the month as per my performance in ongoing projects.

**Education**

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**Silver Oak University | Ahmedabad, Gujarat**  
**B.E. | 06/2018**

**Gyanmanjari Vidhyapith | Bhavnagar, Gujarat**  
**HSC | 05/2014**

**Saint Mary's English School | Bhavnagar, Gujarat**  
**SSC | 04/2012**

**Languages**

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English, Hindi, Punjabi, Gujarati