



Aasma Patel

Sales and Marketing



Professional Summary

A dynamic professional with 10 years of experience in Sales, Market research, content marketing and well versed with MS-office (PowerPoint, Excel and word). Develop and design Presentations, worked on excel and word. Conversant at handling team and managing business targets for certain projects through the execution stage. Analyzing research reports for obtaining business insights. Preparing key findings, inclusive of diagrammatic representation in terms of charts and graphs. Presenting recommendations and viewpoints for facilitating decision making to the management. A team player with exemplary communication, analytical and interpersonal abilities.



Work History

2019-04 -
Current

Team Leader – Sales and Market Research

Technoriya ERP Solutions, Navi Mumbai

- Identifying prospective customers from various sectors to achieve business targets and increased sales by 15%.
- Provide Business Analytics to guide strategy & decision making.
- Develop and design presentations primarily in PowerPoint that advance key business objectives and tell story through clean, concise, and well-organized slides.
- Provides market forecasts and monthly reports by directing market research collection, analysis, and interpretation of market data.
- Undertake content marketing initiatives to achieve business targets
- Develop editorial calendar, delegate tasks and ensure deadlines are met
- Edit, proofread and improve content
- Compiled research data and gave professional presentations highlighting key findings and provided recommendations.

2015-12 -
2018-12

Team Leader

Atos India Pvt Ltd, Mumbai

- Preparing business plan for Branch and implementing
- Achieved annual individual target 2.71cr and branch 13.5cr
- Generate employment opportunities for students and alumni by establishing and maintaining productive employer partnerships
- Assisting placement officer to make sure that students should get opportunities as soon as they complete training
- Develops marketing staff by providing information, educational opportunities, and experiential growth opportunities.



Contact

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Skills

Staff education and training



Expertise in Social Media Platform



Knowledgeable in MS-office (Excel & PowerPoint)



Sales Goals and Achievement



Analyzing Data



Client Management



Consulting



Market Data



2012-05 -
2015-11



Center Manager - Operations

SEED Infotech, Navi Mumbai

- Managed team of 10 to 15 members and increase sales targets by 15%
- Actively involved in marketing activities and planning
- Handled students queries and concerns of team members and actively involved branding team
- Planned, managed and directed daily board operations to increase revenue and reduce cost through P&L analysis.
- Organized budgets, oversaw P&Ls and achieved margin targets consistently to stay on track with growth plans.

2010-08 -
2012-04



Sr. Sales Consultant

NIIT Institute, Navi Mumbai

- Generating leads (web & telephonic) converting them into footfalls by guiding them right technology as per qualification.
- Achieved monthly annual target in FY 2011-2012 of 61 lakh and generated business through references
- Created spreadsheets using Microsoft Excel for daily, weekly and monthly reporting.



Education

2007-07 -
2010-10



Bachelor of Science: Information Technology

M.G.M College of Information Technology - Kamothe Navi Mumbai



Certifications

Learning new skills- Digital Marketing

