

# KARANJEEN KAUR

DATE OF BIRTH: 31<sup>ST</sup> October, 1994

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## OBJECTIVE

To be a part of a dynamic and ever evolving organization where my skill set will be utilized and further developed carving a definite and proper professional growth.

## SCHOLASTIC RECORD

Degree/University	Institution	Year	Score
UG - B.Com	Mumbai University	2016	A Grade
HSC	Fr. Agnel Junior College, Vashi	2012	81%
SSC	Fr. Agnel School, Vashi	2010	83,53%

## PROFESSIONAL EXPERIENCE

### Strategic Account Manager

(JULY 2016 to present)

- Building own funnel of all key companies in the food industry
- Developing various ways of connecting with the key people via LinkedIn, letters, emails, cold calls, cold meetings etc.
- Developing strategies to approach each client with a road map to follow for nurturing the client.
- Developing new products and services for clients.
- Pitching retainer ship or partnership models to clients for monthly recurring businesses.
- Proper execution of work and order.
- Building marketing campaigns for clients.
- Engaging in developing companies Mission Everest, vision, core values etc.
- Providing ideas and executing customer engaging activities during festivals like Christmas, diwali etc for building relations.
- Monthly assessment of clients work and presenting the same to clients.
- Maintaining weekly dashboard of the work done and evaluating the progress through performance matrix.
- Exploring new customer CRM software and ways.
- Engaging in Video Sales Letters for clients.
- Involved in Website content up gradation, proposal designing etc.

### Key Account Executive

(APRIL 2013 to SEPTEMBER 2016)

- Managing sales and marketing of the company.
- Ensure to achieve the targets (Quarter, Month and week wise)
- Building strategies and promotional activities to attract new customer base.
- Maintaining client's information and appointments in Customer Relationship Management (CRM) software.
- Proper execution of order and dispatch it on time.
- Analyzing of qualified leads, assessed needs and recommended solutions.
- Follow up for payment.
- Develop new sample for client.
- Creating detailed or customized proposal documents.
- Maintaining and developing relationships with existing customers in person and via telephone calls and emails
- Involved in the training of new sales staff and interns.
- Involved in backend strategies planning and making for Customer Service Automation.
- Framing campaigns in CRM software (Infusion Soft) for automating processes.
- Designing and assisting interns for specific projects like outbound marketing, market surveys etc.
- Writing content for lead magnets to generate inbound leads for business.

## Core Competencies:

- Proven record of achieving 75% of the targets quarter wise.
- Selected as the Future Leader of the team in the Future Leader Program for two quarters consecutively.
- Deals cracked like Mahindra Rise, Raw Pressery, HPCL, Future Group etc.
- Generated Monthly Recurring Business (MRR) out of the existing clients.
- Development of the RAD (Random Act of Delight) System for clients and employees.
- Customer Appreciation and direct rewards from the customers.
- Building new services and products for the company.

## TECHNICAL SKILLS

OPERATING SYSTEMS	APPLICATION TOOLS	LANGUAGES
MS Windows	MS Office	English, Marathi, Punjabi & Hindi

## ACADEMIC ACHIEVEMENTS

- Awarded for outstanding sales performance in the present job.
- Selected as "Future Leader" from my team in the Future Leader Selection Program for two consecutive quarters.
- Promoted from Customer care executive to Key Account Executive and now Strategic Account Manager with a team of two people in three years span.
- Awarded Employee of the Month.

## POSITIONS OF RESPONSIBILITY

Equinox Labs	<ul style="list-style-type: none"><li>• Coordinated many events like annual function, Diwali celebrations etc in the office.</li><li>• Member of the strategy committee in the company.</li><li>• Organized &amp; managed various business exhibitions like Annapurna World of Food, ChocoEx etc.</li><li>• Organized, sold seats and managed company events like Young Food Entrepreneurs Conference etc.</li></ul>
School & College	<ul style="list-style-type: none"><li>• Member of cultural committee for annual functions.</li></ul>
Religious Activities	<ul style="list-style-type: none"><li>• Member of an Organization - Mumbai De Sikh (MDS).</li><li>• Part of Career Guidance workshops held by the MDS at various Mumbai Gurudwaras.</li></ul>

## OTHER INTERESTS

- Sports -Badminton
- Dancing
- Travelling
- Reading

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