

Anzooman Shaheen Akhtar

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Career Objective

To build a career with the leading corporate group and work devotedly in the organization with highly motivating, challenging environment that provides the best opportunity to grow ensuring both organization as well as my professional growth.

Highlights of Professional Profile

- Overall 4+ Yrs of Industry Experience in Service Marketing, Marketing, Market Research , Business Development, Market Segmentation, Mentoring & Team Handling, Corporate Communication , Industrial Relations.
- Awarded as best employee of the company in 2016.
- Appraisal & Promoted twice within 20 months of work experience.
- Solution-driven, Customer Centric Professional with Experience in handling all aspects of Service functions with business growth.
- Excellent analytical and Problem solving Skills with Excellent Communication Skills.
- Post Graduate in Management with specialization in Marketing.
- Knowledge of Financial domain and involve in research.
- Collaborating with different companies and take them on board
- A self-motivated team player.
- Ability to learn quickly and express ideas clearly.
- Assertive, Proactive, Result Oriented, Team Player, Team Handling, Mentoring, Good Communication, Multitasking Approach.
- Quick adaptability to new technologies.

Work Experience & Curriculum Background

1. Seamless Education Academy Pvt. Ltd. –Sr. Business Development Executive, Pune, March 2014 Till Present

Role & Responsibilities: Enterprise level business development, B2B & B2C sales, creating new business avenue & handling the Industrial relations. Handling the team and mentoring them. Designing the marketing flow with the help of market research and achieving the sales target.

Description:

- Managed customers and handled targets relating to revenue growth, profit margin, sales and customer retention and acquisitions
- Maintained the CRM database with respect to leads, opportunities, customer contacts and meetings
- Worked with marketing head & vertical head to develop marketing campaigns to support Sales Strategy.
- Mentoring and handling the team working closely with 2 centre.
- Identify and obtain further sales and business development opportunities
- Collaborated across different verticals to create new opportunities
- Building Innovative Strategies to tap the market.
- Manage and develop the marketing campaigning online and offline mode.
- Provided regular feedback to senior management about marketplace and competitor activity
- Developed & Retained relationships with customers through regular meeting and solving their issues with in time
- Responded to customer needs and managing the sales process

2. Starz Club & Resort – Asst. Marketing Manager, Ahmadabad, October 2012 - February 2013

Role & Responsibilities: Developing the business of the organization, achieving target, organising events, handling team & recruitment

Description:

- Achieving the individual and team sales target. And maintaining the profit margin
- Building and maintaining healthy business relations with customers. And enhancing customer satisfaction matrixes by delivery quality service
- Doing in house and field sales of the service
- In depth knowledge of RCI ,National & International holiday resorts to turn around for operational activities and customer queries
- Suggested the customers the right packages keeping in mind their need and demand.
- Organizing the events in the resorts for the customers and corporate
- Support sales/service activities within the branch by participating in seminars, micro-marketing events, promotional campaigns
- Handling the events from the starting to end point.
- Handling the tem of 5 people and motivating the team to achieve the target.
- Recruiting the potential employee

3. Hossain Enterprises Pvt Ltd. – Management Trainee, Durgapur, December 2008 –February 2010

Role &Responsibilities: Identifying the prospect customer, achieving the target, maintain customer relationship

Description:

- Understanding the business model of the organization
- Segmenting the market keeping all the market mix in matrix
- Identifying the prospect customer ,collecting the requirement of the customers and delivering the service
- Successfully managed all marketing, communication, advertising and promotional activities.
- Instrumental in conducting analysis of customer research, current market conditions and competitor information.
- Actively involved in attending the bidding of the government tenders.
- Maintain relationship with the customers by taking their continuous feedback and providing services to them

Summer Internship & Projects

Organization : Precision Automation & Robotics India Pvt. Ltd, Pune
Title of the Project : Study of Receivable Management & Suggest measures for future development
Period : May 2011 – June 2011

Responsibilities:

- Understand the receivable management of the company & practical ex poser of the robotics equipment
- Study the invoice process of the debtor`s & cost associate with the accounts receivable
- Evaluate the financial performance of the company with respect to the competitors
- Analysis the financial performance of the company by doing the financial ratio analysis
- The company had consider two recommendation .Suggested after the completion of the project

Post Graduation Diploma Management (Project`s completed during PGDM 2010 – 2012)

- Segmentation of two wheeler industry
- Study the business model of Advertising company
- Forecasting of gold price using regression and factorial analysis in excel spreadsheet

- Design promotional activity for Titan outlet located in Aundh, Pune

Academic Qualification

| Course | Institute/College/School | University/Board | Year of Passing |
|------------------------------------|--|---|-----------------|
| PGDM (Marketing Specialization) | PICT-School of Technology & Management | AICTE/CBSE | 2012 |
| B.A | Hindu Post Graduate College | Veer Bahadur Singh Purvanchal University | 2008 |
| 12 th | Kendriya Vidyalaya C.M.E.R.I | AISSE | 2005 |
| 10 th | Kendriya Vidyalaya Digaru | AISSE | 2003 |

Technical Skills

- Certificates on basics of computers-MS-Dossier, DBSM, MS-DOS,
- Worked on Power point, Excel, ERP
- Language-SQL 2008

Extra Curricular Activity & Strength

| | |
|-------------------|---|
| Award | <ul style="list-style-type: none"> • Second price in Junior State Level Parliament in School level • Second price in district level Kabaddi & Kho – Kho • Represented college in inter college cultural festival |
| Special Interest | <ul style="list-style-type: none"> • Music & watching movie • Travelling & discovering culture of new place • Sports |
| Personal Strength | <ul style="list-style-type: none"> • Focused & Result Oriented • Leadership & Team skills • Listening skills |

Proficiency In Language

| LANGUAGE | WRITE | READ | SPEAK |
|----------|-------|------|-------|
| English | √ | √ | √ |
| Hindi | √ | √ | √ |
| Bengali | | √ | √ |
| Urdu | | √ | √ |

Personal Profile:

Date of Birth : 23th May 1988
Nationality: Indian.
Sex: Female
Marital Status: Single

I hereby declare and confirm that to the best of my knowledge the details furnished above are true and correct.

Place: - Pune
Date:-

Signature:-