

NEHA PAUL

FEMALE, DOB: AUGUST^{6TH}, 1988

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PROFILE HIGHLIGHTS

- Sales and Marketing Professional with experience in **Digital Marketing**, Email-Marketing, Customer On boarding, Inside Sales, Lead Generation
- Driving Digital campaigns** to create product awareness and assist in lead generation
- Real time experience in product showcasing for corporate events
- MBA from University of Petroleum and Energy Studies**, Dehradun with majors in MBA(Information Systems Management)

SCHOLASTIC RECORD

Year	Degree	Institute	CGPA/%	Remarks
2014	MBA(Information Systems Management)	University of Petroleum and Energy Studies, Dehradun	81.20	Completed
2010	B.Tech (CSE)	Invertis Institute of Engineering & Technology , Bareilly	70.88	Completed
2006	12 th (C.B.S.E)	Sacred Heart Senior Secondary School, Haldwani	72.33	Completed
2004	10 th (I.C.S.E.)	All Saints' College , Nainital	65.00	Completed

WORK EXPERIENCE (26 MONTHS) - POST MBA

Simbus Technologies Pvt. Ltd.	Associate Manager, Inside Sales and Marketing	Feb 2016 – Present
Roles & Responsibilities	<p>Inside Sales</p> <ul style="list-style-type: none">Generate qualified Sales Leads of various Partner Solutions through digital and inside salesAccount Profiling and Database updation of CGR and CPG AccountsEnhance contribution of Inside Sales to revenue generation <p>Marketing</p> <ul style="list-style-type: none">To enhance and maintain the Digital and Social Media presencePlan and execute multi touch campaigns on Email and Social MediaCreate Media plan to enhance Social Media presence :- LinkedIn, FB, Twitter, G+Create high value digital assets including case studies, blogs , POVs for digital campaign	
Events and Workshops	<ul style="list-style-type: none">“Value Solution Sales Convention-2016”, Goa - The annual Sales convention by Dassault Systemes“Retail Technology In 2020”, Mumbai – Conference organised by IDC and Dassault SystemesMarketing Workshop for Dassault Systems channel partners, CoorgConducted Workshop on “Best Practices in Fashion Retail Planning - How can fashion brands and retailers improve profitability”	

Karomi Technology Pvt. Ltd.	Executive – Product Team	August 2015 – Jan 2016
Project Details: Business Development for ManageArtworks- 1 st Cloud Packaging Artwork Management Software		
Roles & Responsibilities	<ul style="list-style-type: none">Assist the client with product on boardingLiaison between product team and customersIdentify and plan for corporate events to showcase product demoCollaborate with Social Media team to identify and convert new business opportunitiesContent creation for showcasing product capabilities and highlighting relevant case studiesCollaborate with Marketing team to drive PPC campaigns on search engine platforms as GoogleAttended the event, "PHARMAC-2015", Ahmedabad	
Executive –Inside Sales		
Roles & Responsibilities	<ul style="list-style-type: none">Identify and generate business leads for markets in FMCG & Life Sciences sectorsConnect with prospects to generate product awareness and recommend solutions to enhance client experienceManage stakeholder expectations by creating a feedback channel at the point of contactDevelop business through cold calls to new and current leadsCreate and drive E-mail marketing campaigns for lead generationInvolved in customer relationship management for cloud, cloud user management	November 2014 – July 2015

Exemplar Worldwide Digital Solutions Project Details: E-learning-Business Development & Key Account Management	Trainee Research Analyst	May 2014- November 2014
Roles & Responsibilities	<ul style="list-style-type: none"> • Partner with Key Account Management (KAM) for revenue collections • Connect with existing customers to identify new business opportunities • Follow up with existing customers for the pending invoices • Create references from existing clients for pitching in for new clients • Take Feedback from the clients on quality of delivery and identify areas of improvement 	

SUMMER INTERNSHIP (8 WEEKS)

MSecure Data Labs Pvt. Ltd. Project Title: Enterprise Security Solutions	Information Technology	June 2013 –August 2013
Responsibilities	<ul style="list-style-type: none"> • To conduct a feasibility study of the enterprises in Hyderabad to enable a successful launch of the MSecure antivirus products 	
Achievements	<ul style="list-style-type: none"> • One prospect client converted into sales 	

CORPORATE PROJECTS

National Institute of Information Technology, Haldwani Project Title: Photo Album Website	Jun 2009 – July 2009
Project Details	<ul style="list-style-type: none"> • Developed a web portal for facilitating photo editing capabilities on the go

MBA COURSEWORK

Academic Projects	<ul style="list-style-type: none"> • Enterprise Business Applications-Created a Business Plan for facilitating an agri commodity exchange • Business Process Management System-Analysed the existing process and suggested improvements in the Classroom Time table management system of UPES.
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POSITIONS OF RESPONSIBILITY

Class Representative , UPES (February 2013-May 2014)	<ul style="list-style-type: none"> • Act as a liaison between the students and college management • Represent batch in discussions with the college management
Coordinator, IGNITE (2013-2014)	<ul style="list-style-type: none"> • Conceptualize and organize Business quiz event
Member, Discipline Committee, 2010	<ul style="list-style-type: none"> • Responsible for the college discipline during the college tech fest, <i>Invertia</i>

AWARDS & ACHIEVEMENTS

Certifications	<ul style="list-style-type: none"> • Introduction to SAP ERP using Global Bike Inc v2.1 on SAP ERP 6.04
College Events	<ul style="list-style-type: none"> • 1st Prize, Nirnay at College level, Ignite '13-Annual Techno-Legal-Management Fest
Academic	<ul style="list-style-type: none"> • Awarded School Topper Award (Science Stream) • Awarded Scholarship on merit basis during Engineering by U.P. Government
Extra Curricular	<ul style="list-style-type: none"> • Awarded Most Promising Gymnast • Awarded Dua Special Award for Gymnastics