

NEHA PAULFEMALE, 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	Inside Sales	<ul style="list-style-type: none"> • Generate qualified Sales Leads of various Partner Solutions through digital and inside sales • Account Profiling and Database updation of CGR and CPG Accounts • Enhance contribution of Inside Sales to revenue generation 	
	Marketing	<ul style="list-style-type: none"> • To enhance and maintain the Digital and Social Media presence • Plan and execute multi touch campaigns on Email and Social Media • Create 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 Systemes • Marketing Workshop for Dassault Systems channel partners, Coorg • Conducted 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- 1st Cloud Packaging Artwork Management Software			
Roles & Responsibilities		<ul style="list-style-type: none"> • Assist the client with product on boarding • Liaison between product team and customers • Identify and plan for corporate events to showcase product demo • Collaborate with Social Media team to identify and convert new business opportunities • Content creation for showcasing product capabilities and highlighting relevant case studies • Collaborate with Marketing team to drive PPC campaigns on search engine platforms as Google • Attended the event, "PHARMAC-2015", Ahmedabad 	
		Executive –Inside Sales	November 2014 – July 2015
Roles & Responsibilities		<ul style="list-style-type: none"> • Identify and generate business leads for markets in FMCG & Life Sciences sectors • Connect with prospects to generate product awareness and recommend solutions to enhance client experience • Manage stakeholder expectations by creating a feedback channel at the point of contact • Develop business through cold calls to new and current leads • Create and drive E-mail marketing campaigns for lead generation • Involved in customer relationship management for cloud, cloud user management 	

Exemplarr Worldwide Digital Solutions		Trainee Research Analyst	May 2014- November 2014
Project Details: E-learning-Business Development & Key Account Management			
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.		Information Technology	June 2013 –August 2013
Project Title: : Enterprise Security Solutions			
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		Jun 2009 – July 2009
Project Title: Photo Album Website		
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	● Introduction to SAP ERP using Global Bike Inc v2.1 on SAP ERP 6.04	
College Events	● 1 st Prize, Nirnay at College level, Ignite '13-Annual Techno-Legal-Management Fest	2012
Academic	● Awarded School Topper Award (Science Stream)	2006
	● Awarded Scholarship on merit basis during Engineering by U.P. Government	2007
Extra Curricular	● Awarded Most Promising Gymnast	2003
	● Awarded Dua Special Award for Gymnastics	2003