

MANISHA KUMARI

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Bhiwadi, Rajasthan - 301707

EXPERIENCED SALES PROFESSIONAL

Passionate & result-driven sales professional with 2 years of Sales & Marketing experience as a top sales performer in the real estate industry with a rich experience in achieving 2x sales target, maximizing profits, exceeding quotas & managing large customers' accounts. Skilled in negotiation customer relation, exceptional time management, leadership & communication skills. A dedicated professional with the drive & skill-set to excel in a fast-paced leadership role enhancing a company ability to capture profitable markets. Technical proficiency in Ms Excel, Word, PowerPoint and Salesforce.

CORE COMPETENCIES

- Business Development
- Relationship Management
- Market Research
- Client Relation Management
- Sales
- Customer Service Skills
- Communication Skills
- Email Marketing
- Teamwork
- Leadership
- Negotiation
- Networking
- Interpersonal Skills
- Microsoft Office
- Salesforce
- Google AdWords
- Analytical Skills
- Problem Solving
- Management
- Marketing
- Search Engine Optimization (SEO)
- Digital Marketing
- Search Engine Marketing (SEM)
- Social Media Marketing

PROFESSIONAL EXPERIENCE

Sales Executive

ASHIANA HOUSING LIMITED, Gurgaon, Haryana

06/2018 – 09/2019

- Conducted market research and competition analysis to identify selling possibilities and evaluate customer needs, resulting in a better understanding of the real estate market.
- Achieved sales target by 100% & ensured business up-gradation by developing best sales practices.
- Increased customer satisfaction growth rate by 50% by ensuring best sales practices with HNI clients.
- Timely collaboration with team members resulting in a rise in team performance by 20% through cross knowledge.
- Increased customer satisfaction by 50% by timely documentation, to resolve all inquiries & discrepancies of HNI clients.
- Developed and maintained 100% Happy Ashiana families by analyzing & reviewing customer's or prospect's feedback.
- Ensured the growth of HNI clients into a loyal customer base in a specialized niche market through loyalty program.

Notable Accomplishments:

Secured **twice** a position in "TOP 10" Sales Executives, PAN India.
Awarded as "Best Sales Executive" for achieving 150% sales target.
Achieved **Annual Sales Target** by 2x

INDUSTRIAL EXPOSURE

Digital Marketing Intern

CROSSCOPE, Pune, Maharashtra

06/2021 - Present

- Developing digital strategies corresponding to the brand's objective & audience.
- Developing, implementing and tracking marketing programs such as email, social media campaigns.
- Maintaining social media presence and communication.
- Identifying opportunities for digital enhancements that drive value for our clients and their customers.
- Managing campaign and product messaging frameworks based on thorough research.
- Conducting market research and competition analysis to identify business opportunities and evaluating customer needs, resulting in a better understanding of digital pathology market.

Sales Intern

NESTLE INDIA, Gurgaon, Haryana

08/2020 – 09/2020

- Conducted research & competitor analysis of chilled dairy's existing and new sales & distribution procedures.
- Attained distribution of the product in compliance with the company's regulations and SOPs laid by the govt.
- Maintain adequate supplies to reduce risk, meeting the customer's requirement which significantly increases due to a change in customer's behavior, specifically during a pandemic.

Notable Accomplishment:

Contributed towards winning on-shelf availability of chilled dairy products by expanding faster GTM approach.

Business Development Intern**GODREJ PROPERTIES LIMITED, Gurgaon, Haryana****10/2017 – 04/2018**

- Contributed to the business development by actively seeking out new sales opportunities through calls, networking strategy and social media.
- Provided superior customer support to the client associated, assisting in their decision making by addressing their wishes and concerns.

EDUCATION**MBA in Marketing & International Business, GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

8.75 CGPA (up to III Semester) | (2019-2021)

B.com, UNIVERSITY OF DELHI

7.2 CGPA | (2018)

XII or Higher Secondary Certificate, MODERN PUBLIC SCHOOL, BHIWADI, RAJASTHAN

CBSE | 94.6% | (2015)

X or Senior Secondary Certificate, MODERN PUBLIC SCHOOL, BHIWADI, RAJASTHAN

CBSE | 9.8 CGPA | (2013)

PROJECTS

- **Nestle India - Chilled Dairy (2020)**
Contributed towards ensuring on-shelf availability of chilled products by increasing faster GTM approach.
- **Business strategies of Hindustan Unilever limited (2020)**
In the project, the study majorly revolves around the formation and the business strategies adopted by HUL.
- **Customer impulsive buying behavior of sports merchandise (2019)**
Project focuses on the impact of customer's impulsive buying behavior in the buying process of Sports merchandise.

HOBBIES & INTERESTS

- Music - singing, listening to music
- Dance
- Playing Guitar
- Art & Design - artistic activities such as painting, drawing, sketching

POSITIONS OF RESPONSIBILITIES**A.R.S.D. College, University of Delhi**

- Member, Placement Committee (2017-18)
- Member of Sarang (Music Society) (2016-17)

Modern Public School, Bhiwadi, Rajasthan

- Appointed as Prefect (2014-15)

HONORS & RECOGNITION

- **Certified Digital Marketing, Google** (2021)
(Google AdWords, Social Media Marketing, Email Marketing, Content Marketing, SEO, SEM, Google Analytics)
- **Advance Excel Certification, JS Academy** (2021)
(Logical Formulas, VLookup, HLookup, Charts, Pivot Table, Macros)
- **Certified Inbound Marketing , Hubspot Academy** (2021)

Music

- Winner, Inter-school singing competition, Modern Public School, Bhiwadi (Raj.) (2012-13)
- Runner up, Inter-school singing competition, Modern Public School, Bhiwadi (Raj.) (2011-12)

Art & Design

- Winner, making things from waste materials, Modern Public School, Bhiwadi (Raj.) (2012-13)
- Runner Up, Inter-school Drawing Competition (2010-11)