

# PREMLATA NULE

**BSC-BIOTECHNOLOGY**  
**MBA-MARKETING**

**Mob:**+91-9561832897/8446060583

E-Mail:[premlatasingh121985@gmail.com](mailto:premlatasingh121985@gmail.com)

## CAREER OBJECTIVE

**To work towards professional excellence and to contribute to my organization with tremendous performance and passion for the wonderful growth of the company.**

## SYNOPSIS

- ❖ **MBA in Marketing with 9.5 years** of experience in Sales, Marketing, Business Development, Corporate sales.
- ❖ An effective communicator with excellent relationship, management skills and strong analytical, problem solving and

## EXECUTIVE SUMMARY

- Currently working with care health insurance company Ltd.
- MBA in Marketing with 9.5 years of experience in educational sector, Marketing, Business Development and Admin & HR.
- Worked with IIPM Pune as Management trainee.
- Worked with ICFAI UNIVERSITY as Business Development Executive.
- Worked with Eguru Global education as Assistant Manager.
- Worked with Balaji packaging as Marketing Manager.
- Increased Sales of Products by achieving 100% target every months.
- Awarded for my excellent performance.

## PERSONAL COMPETENCIES

Computer skills, Internet skills, Hard working skills, Team Handling Skills, Networking Skills, Communication Skills, Presentation Skills, HR and Admin activity and Digital marketing.

## ORGANIZATIONDETAILS

- **Company Name : care health insurance**
- **Designation:Branch manager direct**
- **Duration:2nd April till the day**
- **Company Name:Bajaj Allianz Life Insurance Company Ltd**
- **Duration:** 13<sup>th</sup>Sept2021To 30th march
- Designation:** ExecutiveSalesManager
- **CompanyName:IIPM-**  
4months ofExperience as amanagementTrainee
- Duration:** January-2011toApril2011.
- Designation:** ManagementTrainee
- **CompanyName: ICFAIUNIVERSITY-**  
1.5YearsofExperienceinMarketingtoprovidedistanceeducationforworkingprofessional.
- Duration:** May2011toOctober2013**Designation:**  
BusinessDevelopingExecutive
- **CompanyName:EGURUGLOBALEDUCATION(franchiseofUTS/MITPune)-**  
5.5YearsofExperienceinMarketingtoprovidedistanceeducationforworkingprofessional.
- Duration:** November-2013toDecember2018.
- Designation:** Assistantmanager
- **CompanyName:BALAJIPACKAGING**  
2.5YearsofExperienceAsMARKETINGMANAGER.
- Duration:** FEB-2019toJULY-2021.
- Designation:** Marketingmanager.

## JOBRESPONSIBILITIES

- Building, Maintaining and Retaining Healthy Business relations with Corporate Clients togenerate more Business fromExisting Clients.
- GeneratingLeadsthroughContinuousdigitalmarketingandindiamart,BuildinggoodrelationshipwithCorporate Clients.
- IdentifyNewPotentialCustomersfortheBusinessDevelopment.
- HandlingCustomerqueriesfortheirSatisfactionandforCreatingNewBusinessAvenues.
- AnalyzingCompetitorActivitiesandReportingtoRelatedOfficers.
- IncreasingSalesthroughexisting CorporateClientsandthroughNewClients.
- IdentifyingandAnalyzingtheClientRequirements
- InteractionwiththeClientOrganizationandPresentProductDemonstration.

- Corporatetie-up.
- GeneratingLeadsforBusinessDevelopment.
- Collectionofpayment.
- ProvidingProductinformationtomarketingexecutive.
- Teamhandlingandbusinessgeneratedthrough marketingexecutive
- GeneralSupportservicessalesteam

## INTERNSHIP

### ➤ **CompanyName:MAXNEWYORKLIFEINSURANCE-**

**ProjectUndertaken:**ConsumerbehaviorandAwarenessatMaxNewYorkLife.

**Duration:**1June2010to1Aug. 2010(2months)

## EDUCATIONALQUALIFICATION

- **MBAinMarketing** fromPuneUniversity(Pune)withaggregate54%(2009-2011).
- **BSc. in Biotechnology** from Bangalore University (Bangalore) with aggregate 58%(2005-2008).
- **12<sup>th</sup>**fromCBSEboard(Allahabad) withaggregateof58% (2002).
- **10<sup>th</sup>**fromCBSEBoard(Allahabad)withaggregateof59% (2000).

## ACTIVITIESANDAWARDS

- ParticipatedinorganizingvariousseventsduringschoolandUGlevel.
- ParticipatedfortheSanchetiarthritisweekWalk-a-thon, heldonthe11thOct2009 to commemorate"WorldArthritisDay"▪Participatedindanceandsongscompetition.
- Captionandhousecaptionduringschoollevel.
- ParticipatedinNationalseminaronsearchofexcellence.

## COMPUTERSSKILL

- Operating Systems:Windows
- Packages Known: MS Office (Word, PowerPoint, Excel) ▪ERP, DatabaseManagement System.

## PERSONAL DETAILS

**Date of Birth:** 12<sup>th</sup> Jan 1985

**Address (Correspondence):** Ayodhya Park, Flat No B-202, Kawala Naka Kolhapur. (MAHARASTRA)

**Address (Permanent):** At/post-Benadi, Taluka-Chikodi, Dist-Belgaum, Karnataka.

**E-Mail:** premlatasingh121985@gmail.com

**Nationality:** Indian

**Marital Status:** Married

## DECLARATION

I hereby confirm that all the above stated information is true to my knowledge.

Date:

Place:

**PREMLATASINGH**