

Utkarsh Bhatnagar

Associate Account Manager

Contact

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Skills

New account creation

Services optimization

High-impact proposal presentation

Campaign development

Social Media Management

Copywriting

Operations support

Graphic design

Software

Microsoft Office

CANVA Graphic Designing tool

Resourceful Account Manager with excellent client oversight, issue resolution and relationship-building expertise. Maximized repeat business opportunities and utilized proven prospecting techniques to expand client base. High-level sales cycle knowledge and strong collaborative skills leading to optimum outcomes.

Work History

2021-11 -

2022-06

Associate Account Manager

Cognixia CTACT Pvt. Ltd. , Vadodara

- Developed sales strategy based on research of consumer buying trends and market conditions.
- Evaluated costs against expected market price points and set structures to achieve profit targets.
- Delivered engaging and polished presentations to build connections with potential customers and distinguish business from competitors.
- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Organized joint sales calls with current customers and outside vendors.
- Analyzed and reported on customer activity, business trends and areas of concern.
- Anticipated clients' needs by staying in touch on regular basis.
- Maintained high standards of customer service by answering pricing, availability, use and credit questions accurately.

2021-02 -

2021-05

Marketing Intern

True Elements (H.W. Wellness Pvt. Ltd.), Mumbai

- Collaborated with team members to help expand marketing channels.
- Created proposals and organized pursuit documentation to support marketing staff.
- Performed market analysis and researched latest trends.
- Researched interesting and relevant content to capture interest and improve site traffic.
- Shadowed meetings and observed marketing director to grow professional experience.
- Measured and reported results of marketing initiatives.

Languages

English

Hindi

French

- Researched competitor trends and interpreted findings, reporting conclusions to supervisor.
- Contributed to mock-ups, email campaigns and social media content.

Education

2020-04 -
2022-02

MBA: Marketing

ICFAI Business School Mumbai - Mumbai, India

- Elected to **Apex(President)** for Digital Marketing Club of IBS Mumbai **Marketing360** in [2021-2022]
- Professional development completed in **Digital Marketing & Marketing.**
- Member of **SDCC** for the year 2020-2021

2014-07 -
2019-07

B.Tech : Mechanical And Automation Engineering

Amity University - Noida, Uttar Pradesh, India

- Member of **Core Cultural and Marketing Society 2014-2018**
- Awarded **Certificate of Participation in Sweden Memorial Quiz Competition in 2014-2015**
- Elected to **President** for **Core Cultural & Marketing Society** in **2016**
- Professional development completed in **French** as a **Foreign Business Language**
- Completed professional development in **Mechanical and Automation Engineering**
- Awarded **Certificate of Exceptional Leadership Quality** in the **Student Exchange** program to **New York Adelphi University**

2012-07 -
2014-07

High School Diploma

St. Paul's Sr. Sec. School - Udaipur, Rajasthan, India

- Member of **Society for Science and Technology**
- Elected to **Captain** for **School House Captain & Sports division** in **2013-2014**
- Elected Leader of **State Level Badminton Team**