

Pooja Aggarwal
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Summary

Focused Demand Manager into Corporate Sales with exceptional planning and implementation capabilities. Responsible for growing the revenue and market share with definite mark up. Adept at cultivating managing and leveraging client relationships.

Highlights

- Event Management (MICE)
- Prospecting
- Market research
- Lead Generation
- Client Service
- Persuasive negotiator
- Digital Marketing proficiency
- Setting Up Meetings
- Exceptional presentation skills
- Advanced problem solving abilities
- Promotions development

Experience

Corporate Demand Manager
OYO Rooms

April 2018 – Present
Saket, New Delhi

- Lead generation, actioning all sales lead, visiting corporates and other property visits.
- Actively promoting and selling the services
- Proficiency in MICE.
- Offer an in-depth understanding of the sales cycle process and remain focused on customer satisfaction throughout all stages.
- Working within the local micro markets to promote our hotels to corporate clients.
- Promoting and executed various events be it Corporate or Social in both OYO and NON OYO vertical.
- Visiting clients for follow up and for promotional activities.
- Maintaining sales reports which comprises the revenue generation with the list of clientele as per their potential.
- Active participation from vendor on boarding till invoicing part and further BTC clearance.

Business Development Manager
PCL Technology

December 2016 – January 2018
Gurgaon

- Generated leads and prospect customers.
- Generate Site- check up & Google Analytics Reports.
- Optimized Current Google Rankings of Clients.
- Develop client proposals.

- Deals with overseas market only (majorly Singapore, Australia, New Zealand, UK, USA)
- Respond to inbound and outbound Requests for Information (RFI), Requests for Proposals (RFP) in a professional and creative manner.
- Proposed marketing strategy ideas to optimize targeting of customers.
- Work closely with the client service, operations and development teams to demonstrate company's expertise at new business pitches.

Business Development & Social Media Manager
BrandCravy

May 2016 – November 2016
Faridabad

- Handled all the Digital platforms like Facebook, Instagram, Twitter, Pinterest etc.
- Visualizations in creating banners along with Graphic Designer.
- Forecast future trends and orient strategies to capture maximum benefits.
- Prepared costing and pricing for proposals.
- Enhance own development by taking responsibility for staying informed and up to date with industry knowledge.
- Contribute to the learning environment by identifying areas where there is potential for learning and building knowledge with others.
- Following up new business opportunities and setting up meetings.

Sales Consultant
Oriflame India Pvt. Ltd.

January 2013- March 2016
New Delhi

- Coordinate with up-line managers to better align company goals and tactics.
- Participation in Activity offers & Monthly Sponsored Programmes.
- Building up team network via different use of media.
- Improve the bottom line by ensuring opportunities are addressed.

Education

Bachelor of Commerce- Computer Applications
D.A.V Centenary College, MDU

2013
Faridabad

Bachelor of Education – Commerce & Economics
Manav Rachna College of Education, MDU

2014
Faridabad

Master of Business Administration- Marketing & International Business
Periyar Management & Computer College, GGSIPU

2016
New Delhi

Achievements

- **Ranked among top 3 Demand Manager-** recognized for contributions to OYO Events, record- setting sales figures and new account development. Proven ability to lead any event to achieve revenue gains .
- **Core organizer in college activities** (Events).

- Participation as **Volunteer in Cultural activities** since the school times.
- **House Caption** and **Student Council Member** in Higher Secondary School.
- **Placement community team member** for college placements (MBA).
- Gold, Silver (Medalist) and Merit certifications in Arts.
- Certification in Merit **in State Level Student's Presentation Contest** (Graduation)
- Certification of Appreciation in Chess, Art & Craft, Poster Making, Induction Programme and National Seminar conducted in **Manav Rachna College of Education**.
- Participation in **Inter- College competition held by NDIM for MANTHAN – 2015**.
- Certification of **Excellence in organising Trips in college**. (MBA)

Personal Information

Mother's Name	Mrs. Anita Aggarwal
Date of Birth	25/06/1992
Marital Status	Unmarried
Nationality	Indian