# Bharathi Shankar

MMS- Marketing





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Date of Birth: 10<sup>th</sup> Aug 1994

Address: Maitri Planet, sector 35 H, Kharghar, Navi Mumbai

Languages Known: Tamil, English, Marathi and Hindi

### **Work Experience**

Name of Organization: Nobroker Technologies Solutions Pvt ltd : Senior Manager- Partnership & Alliances Designation

### Job description:

- Lead generation for brand and service tie ups
- Negotiation for a win-win Partnership
- Getting the MOU and NDA signed
- Execution of activities and services for revenue generation for both Partner and Company
- Training & Supervising the work of Key Account Managers involved in the ground work.

Name of Organization: WhiteHat Jr

Designation : Business Development Manager

## Job description:

- Calling parents to counsel them regarding the course
- Training teachers to up-sell courses to parents
- Training new joinees to perform better
- Suggesting referral programs for increasing revenue to the management
- Tie up with Schools, colleges for lead generation

Name of Organization: Vivish Technologies

: Business Development Manager Designation

## Job description:

- Lead generation by visiting societies to deploy product "MyGate"
- Collaboration with builders and security agencies
- Giving demo and presentation to close deals
- Train graduates to give effective presentation

Name of Organization: JSW Living Pvt Ltd Designation : Jr Manager

### Job description:

- Appointment of distributors/dealers/ retail counters.
- Training sales persons in retail outlets.
- Ensuring timely payment by the retail counters to the distributors.
- Co-ordinating with service team for handling installation of product.
- Scouting and searching for B2B orders.

### Competencies:

Oratory skills
Quick Learner
Creative
Problem Solving &
convincing ability

# Hobbies & Interests:

Writing and Reading on abstract topics, Teaching.

### Education

Year	Examination	Institution	Percentage Obtained
2017	MMS	SIES College of Management Studies, Navi Mumbai	70.00
2015	ВММ	Ramnarian Ruia College, Mumbai	57.50
2012	HSC	Atomic Energy Junior College, Mumbai	86.20
2010	SSC	Atomic Energy Central School, Mumbai	85.50

### **Projects & Internships**

## Summer Intern at Xanadu Realty (May 2017 to June 2017)

<u>Title</u>: A Study of Real Estate Consumer Buying Behaviour towards Ramrajya

- Hands on experience in Sourcing of Clients
- Conducted a research study to obtain feedback from visitors to understand their perception towards factors influencing the buying decision.
- Worked closely with few Channel Partners during the pre-launch of the project "Ramrajya".
- Exposure to Real Estate industry.

## NGO Internship at Children's Aid Society (December 2016)

Organization: Chembur Children's Home

- Prepared informative sessions and storytelling about Education, Health, Values and Sexual Abuse.
- Conducted various activities like drawing competition,games,singing.

### **Graduation Project-Part of Media Course**

- Final year project: Designed Broadsheet and Tabloid.
- Created an Advertisement of Firefox bicycles
- Created a short film on Rags to Riches

### **Extra-Curricular Activities**

- Won 1st position in MR.Pai Elocution.
- Have done Graduation in Bharatnatyam
- Cleared NCC "A" Certificate
- Participated in Madhyam-Debate Competition
- Participated in Youth Festival Dance
- Won 1st in School and College Extempore competitions
- Marketing team member in Senior College
- Conducted Public Speaking Workshops for juniors
- Curator of YourQuote in Sies College of Management Studies