

Preeti Kumar

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WORK EXPERIENCE

Business Associate - Agmatel India Pvt Ltd, Delhi, India

July 2018 – Present

- Responsible for IT Products & Solution sales across Defence, Government Education and Enterprise accounts in Delhi/NCR.
- Consulted clients for IT solution implementation and digitization of office automation.
- Expanded reach via strong market research for identifying valuable untapped accounts.
- Boosted revenue by facilitating sales and procurement process for customers via GeM ecosystem and tender process.
- Served as a communication link between customer & internal teams & collaborated with internal teams for ensuring client satisfaction.
- Planned business strategies & presented reports on account progress, goals & initiatives with the team members & stakeholders.
- Handled product marketing for Covid - 19 essentials via email marketing and SMM, formulated content and designed sales collaterals.

INTERNSHIPS

WedAbout, Gurugram, India

Jan 2018 – Mar 2018

- Conducted market research on 25 viable locations for destination weddings in Malaysia and Sri Lanka.
- Collaborated with luxury properties to cumulate attractive packages for Indian customers planning destination weddings.
- Conducted cost compilation and price analysis for 5 star and 4-star hotels both for India and overseas and audited data in ZOHO.
- Assisted with content creation to support SMM and SEO, tracked GA for weekly blog impressions over the two-month tenure.

GoYaNo, Gurugram, India

Sep 2015 – Nov 2015

- Worked as marketing intern at the events and deals startup.
- Responsible for increasing customer base via various social media platforms and social activities in campus.
- Managed and updated content for the application.

SKILLS

Management Skills: Sales & Marketing, Analysis, Account management, Team building, Efficient communication, Mentorship

Technical Skills: MS Excel, MS Power Point, MS Word, C/C++, HTML, CSS, CRM Software (ZOHO), SQL

EDUCATION

MSIT, Guru Gobind Singh Indraprastha University, Delhi, India

Aug 2014 – June 2018

Bachelor of Technology in Information Technology

Aggregate: 81%

D.L.D.A.V Model School, New Delhi, India

Senior Secondary (Class 12), Non-Medical, CBSE, 2013-14

Aggregate: 75%

Secondary (Class 10), CBSE, 2011-12

CGPA: 10

PROJECTS

Avoiding Road Accidents Using OpenCV

Jan 2018 – Apr 2018

- Developed a prototype drowsiness detection system to monitor the eyes of the driver and sounding an alarm when he/she is drowsy using OpenCV and the dlib library for the detection of facial features.

Loan Prediction Problem

June 2017 – July 2017

- Data Exploration, Data Munging and Predictive modeling over a data set comprising of customer information in order to predict whether a loan request of a customer will be approved or not depending upon the information provided.

LEADERSHIP HIGHLIGHTS

Organizer, Avensis - The Annual Technical Fest

- Served as Chief Advisor in Jan 2018, accountable for overall smooth execution of the event.
- Served as Chief Organizer in Jan 2017, led a team of 200+ event heads and coordinators of various events under different categories. Handled the complete budget of the fest. Responsible for MOU preparation and maintaining database.
- Served as Event Head in Jan 2016, introduced a new event with 4 team members and eventually won the best event award. Bagged maximum sponsorships for this event.

Campus Ambassador, The Leap Conference - JOSH Talks

Apr 2016 – Oct 2016

- Organized various events for publicity of the conference in the campus.
- Volunteered for overall smooth execution of the event.

SGT AT ARMS, Rotaract Club of MSIT

Oct 2015 – Mar 2016

- Promoting social work and organizing various humanitarian and environmental events like blood donation camps, drives, rallies etc.