



# SMRITI SHRESTHA

S A L E S & B R A N D  
D E V L O P E R

## KEY COMPETENCIES

- Patience in sales process
- Building relationships
- Listening carefully to feed my pitch
- Market analysis using tools
- Distribution model analysis
- Trust building
- Ability to solve new problems

## CERTIFICATION

- Diploma in International Business from **Oxford Business College, Oxford**
- Digital Marketing Certification

## PERSONAL SUMMARY

Since mid of 2018, I have dealt with more than 30 clients from FMCG sector. Some were in growing stage and many were under budding. I listen, discuss, build relationship, share my opinions and develop path for them to become a brand.

## WORK HISTORY

### Senior Executive

Trade India | October 2018 - present

- Requested for FMCG sector data to develop my deep understanding into this sector
- Developing relationships through business, economic and informal discussions.
- Product understanding and showing them a possible image of their organization post availing our services
- Going an extra mile, to advice upon how they should develop their brand
- Of course nothing comes so smooth, cold calls and rejections carved my way of approaching clients which is critical as I was trying to sell a dream

### Market Reasearch (Internship)

Tata Communications | April 2017 - June 2017

- Reaching out to existing clients to take feedback and reporting any issues
- Tried fetch details of competitors' presence
- Generating leads by cold calling and pitching products
- Generating awareness about upcoming products

## SCHOOLS ATTENDED

### Asian Business School

MBA | May2016 - July2018

- Masters in Marketing (Major) & HR(Minor)
- Created a Business Plan with Zero investment
- Live project in Decathlon
- 25 Multi-Industries case studies

### NIIT

Bachelor of Science (IT) | 2010 - 2013

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## CONTACT INFORMATION

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