

## PARUL GUPTA

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"Building responsive organizations that enhance customer experience and create win-win relations, thereby crafting robust frameworks & driving culture change"

### PROFILE SUMMARY

- Dynamic career of **over 7 years** that reflects rich experience and year-on-year success in Techno-commercial Sales and Administration operations across industries
- Leveraged skills in contributing towards strategic business initiatives, best practices, organizational enhancement, project management, communications and other organizational consulting functions
- Expertise in spearheading all activities related to feasibility studies, enquiry generations, techno-commercial discussions, tendering, order execution, collection of receivables and coordination
- Successfully led **key business initiatives & strategies** to meet changing customer needs / expectations, thereby resulting into **high level of customer satisfaction** and **increase** in market share, sales volume & added bottom line
- Key Driver of Change Management processes that were successfully implemented for streamlining Operations, building employee morale, controlling attrition and building committed teams
- **Managed variety of workforce (including international workforce) in different industry/ businesses** ranging from contract workforce, , niche R&D resources, critical and high caliber sales and business development team
- A dynamic change agent skilled in repositioning organizations to achieve operational and manufacturing excellence

### CORE COMPETENCIES

**Business Development/ Market Expansion**  
**Techno-commercial Operations**  
**Project Management**  
**Administration/Facilities Management**

**Tendering/Bidding/Estimation**  
**Revenue Growth**  
**Stakeholder Management**  
**People Leadership**

### ORGANISATIONAL EXPERIENCE

**Mehrotra Biotech Pvt. Ltd., Lucknow as Technical / Tender Coordinator**

**Since Jan'15**

#### **Key Result Areas:**

Heading entire operations & Tender division to generate maximum business and pertaining to estimation such as Contract finalization, feasibility reports, DPRs, business plans, bids and financial models

- Providing solution to the customer needs and identifying the areas of improvement
- Handling the team of sales professionals to generate the Business and achieving targets
- Preparing the presentations and technical data to provide the assistance to the sales and customer
- Handling customer queries and imparting training as and when required
- Steering strategic tie-ups with IPP's and Investors from India & abroad to participate in bidding process
- Providing assistance to EOI / RFQ / RFP tenders released by respective authorities pertaining to various Projects
- Conducting opportunity analysis as per market trends and managing business activities & product positioning to face counter-competition
- Steering Institutional Business through tendering processes and Brand promotion
- Devising engaging material to support the business development executives like technical data sheets , catalogues , presentations
- Distilling & communicating information including data to create powerful pitch against perceived customer needs
- Generating enquiries & tenders from the customers; submitting bids, attending post-bid discussions, preparing quotations and finalizing the order accordingly
- Identifying target market clients to study the client's requirements & create the detailed proposal / presentation of products; interacting with industrial customers to raise awareness on company products
- Participating in the development, implementation, evaluation, and modification of administrative policies and procedures to optimize resource & capacity utilization across various functions
- Preparing ,managing administrative, operational controls in communications through a synergic set of communication activities-internal & external agencies

## PREVIOUS EXPERIENCE

**Karam Industries as PN International, Lucknow as Team Leader –HR &Administration** **Jul'11 – May'13**  
**Highlights:**

- Prepared all the Reports, managed all the Documentation and prepared the Annual Budget for HR & Admin
- Conducted Departmental Induction Program for new Joiners of the Organization
- Managed the On The Job Training Sheets and Responsibility Sheets with the help of Concerned HOD

**Prakash Netra Kendra, Lucknow as Admin In charge** **Oct'10-Jul'11**  
**Highlights:**

- Maintained the salary and the attendance records and OT inventory records
- Worked as an Executive secretary of the Medical Directors
- Managed internal administration of the hospital

**Reliance Communication, Lucknow as Senior Corporate Executive** **May'10 – Aug'11**  
**Highlights:**

- Steered corporate business of all telecom products
- Designed attractive presentation for promotional Campaign of the product
- Built and maintained the relationship with customers

## ACADEMIC DETAILS

**2010 MBA (Human Resource and Marketing)** from Shri Ramswaroop Memorial College of Engineering and Management Lucknow (Approved by AICTE)  
**2008 Bachelor of Science** from I.T. College Lucknow, affiliated with Lucknow University

## PERSONAL DETAILS

**Date of Birth:** 28<sup>th</sup> June 1987  
**Languages Known:** English and Hindi  
**Permanent Address:** E-3/191 Sector H LDA Colony Kanpur Road Lucknow - 226012