

# ANKIT ISRANI

## Senior Marketing Manager with 5+ Year Experience

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**+91-8595255154+91-8527802397**

To work in an interactive environment, where I can constructively use my versatility and knowledge, to contribute in the growth of the organization and achieve my development in the field of management in better way. I am having experience of making and handling the clients and bringing the business into the company. Contributed in increasing the market share and growth of the company by making overall satisfaction to the clients, to achieve the organizational goal

### SKILLS

- Data Mining related to the clients of U.K.,U.S, Domestic related with the different sectors mainly Real estate, Media and advertising companies with E-Mail Campaign, Tours and travels, Online Industry (E-Marketing, E-Commerce)
- Photoshop.
- Shop operational database.
- Pharmacy database.
- MS-Word, Excel, Tally, Power point, Outlook, Internet
- Online bidding (Guru, Odesk bidding portals)
- Experience of interacting with clients in U.K, U.S, and domestic clients and got succeed in bringing the clients and business into the company
- Experience of Mail Chimp ( Sending bulk messages in mail within one go )
- Complete knowledge of website and Mobile apps involving with the wider growth stage in today`s world.
- CRM Knowledge.

### PERSONAL SKILLS

- Experience of making the clients and bringing the business into the company
- Plan, Organize, Directing and coordinating the activities
- Team Leading skill
- Goal achiever
- Presentation and Pitching Skills
- Influencing Skills
- Client Agreement Skills
- Passionate about my work
- Interesting in updating my knowledge and experience
- Prioritize work
- Motivation Skills
- Importance of humanity

## WORK EXPERIENCE

### **SUMMER INTERNSHIP INFORMATION**

**Name of organization:** Savegenie E- Marketing Private Limited

**Address:** SCO-26, Basement Huda market Gurgaon Sector-4

**Project Title:** New designing, Integrating and analysing retail store database with Savegenie database with images reallocation and pharmacy database.

**Working environment in company:** Integration of shop database with master database and Savegenie site testing for reduction of spelling error, image error, brand error, packaging error, and numerical error for the finalisation of the website with market and shop survey in the field. Most important part is downloading of images and to work of images under photo shop

**Time Period:** 2 Months.

### **LAST COMPANY INFORMATION**

**Name of Last organization:** E – Digital Solutions (Largest and one only Channel Partner of EuroPages and Alibaba)

**Address:** Noida Sector 8, C- 55, 1<sup>st</sup> Floor nearby Pay tm and Jaypee.

**Time period:** Three years.

**Designation:** Senior Marketing Manager.

#### **Achievements in the company:**

- Searching for the customers through the CRM, and other export-oriented portals
- Searching for the customers through the field work in the Fair also who wants to do the export in Europe and America and other parts
- Maintaining the customer database in CRM and in the Excel sheet in Proper Manner
- Searching for the customers the good competition and target market so that It will be beneficial to meet the customers and close the deal
- Done connection with the customers through the promotional sites for the meetings and for the further closure according to the customer's satisfaction
- Making more and more telephonic calls to the exporters to find the quality meetings and to do more and more meetings for more and more closure
- New telephonic calls – Approx. 70 on the daily basis
- New meetings face to face – Approx. 2 to 3 on daily basis (With offers and benefits)
- Approx. Closure Minimum 10 % related with the new and existing customers
- A best learning in the market and with the meeting also with the exporters and to explain about the portal that how they can save the cost and how they can earn well and output with the target market approach

### **CURRENT COMPANY INFORMATION:**

**Name of the current company :** Fab Hotels.

#### **Achievements in the company:**

- Worked in the inside sales where we were getting interested customers related to travel and tourism
- Responsibility of follow up of the retail clients and corporate clients meetings and to finalize the deal for the hotel for the corporate client and to close the deal.
- Achieved good number of sales slabs through convincing skills and achieved good incentives
- Maintained CRM Data – Centrex, Excel Database of the clients and dashboard CRM working.
- Achieved the best sales performer( Corporate ) in terms of targets and got exciting prices, Vouchers and trophy.
- Made outbound follow of the clients and matured the clients, Follow Up the clients and closed the deal.
- Maintained the database helped me to renew the customers through best services so they can do the renew and they can take renewal membership deal of the packages and they can take new deal also through benefits.
- Maintained database helped me to improve the quality skills while talking with the customers and got good quality improvement from my seniors.
- Achieved good sales person tag leads to good customer business relation and follow up of the client's leads to give good revenue to the company to achieve the company's growth.

### **TIME PERIOD : Since July 2018.**

### **PART TIME JOB :**

Organization	Designation	Duration
VIMALAGENCY Lalta Chowk Satna (M.P.)	Business Manager for handling Retail	1 Year

### **ACADEMIC DETAILS:**

DEGREE	UNIVERSITY/BOARD	Completion Year	AGGREGATE %
PGDM	ACCMAN Institute of Management, Greater Noida (AICTE Approved)	2013 – 2015	75% (Total Aggregate)
B.COM	AwdheshPratap Singh University Rewa(M.P.)	2012	60.00%
10+2	CBSE	2010	81.00%
10	CBSE	2008	64.00%

### **OTHER CURRICULAR ACHIEVEMENTS :**

I.P.C.C.(C.A.)	Institute of chartered accountants of India New Delhi(U.P.)	2011-2013	Got certification in that.
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### **OTHER ACHIEVEMENTS:**

- Award for the Top sales performer in the company.
- Certificate of ITT and orientation (ICAI-2012), Cultural event of college in (2013)
- Exposure and Experience to work in corporate world during S.I.P. In market. (2014)
- CA-CPT exam award winner in Sindhi Community Satna (M.P.) (2009-2010)
- 1<sup>st</sup> prize in Extempore at ACCMAN Institute of Management (2013)
- 2<sup>nd</sup> prize in Business Plan show at ACCMAN Institute of Management(2013)

- Participated in various extempore, Debate, Business quiz, Business Plans, and Various conferences in different colleges like I.T.S. Greater Noida, Jaipuria Greater Noida and in our own college Accman Institute of Management in (2013)
- Certificate of 2<sup>nd</sup> price in Ad – Mad show in our own college Accman Institute of Management ( 2015 )
- Quiz competition Runner up in 12<sup>th</sup> class ( Related with the Topic of Finance and Accounting )

### **PERSONAL DETAILS:**

Date of Birth : 07 Sep, 1991  
 Gender : Male  
 Father's Name : Shri Gulabrai Israni  
 Languages Known : English, Hindi  
 Hobbies : Stand Up Comedy , Reading books, Cricket, Making Friends, Dancing, Singing  
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