**ANKITA PANDE**

**E-mail:** Ankita.Dube24@gmail.com

**Mob**: 8600006119 / 9970542090

**Objective:**

Seeking assignments in Sales & Marketing / Business Development / Channel Management with a reputed organisation across any Industry.

**Career Summary:**

* A result oriented professional with over **5+ years** of rich In-house sales experience in the areas of software marketing.
* Designated as a **Territory Executive** and **Area Sales Manager**.
* Hands on experience in the business development, brand promotion, product positioning and handling the distribution network through number of channels like online via Telephone, e-mails, SMS.
* Engaged in activities like managing teams of 5+ members to work in sync with the set parameters & motivating them for achieving business and individual goals.
* Preparing sales & marketing plans for promoting various Products in accordance with macro plans of company.
* Formulating long strategic plans, conducting negotiations & marketing operations thereby achieving increased sales.
* Driving sales initiatives & achieve desired targets with overall responsibility of return on investment and exploring marketing avenues to build consumer preference and drive volumes.
* Conducting competitor analysis by keeping records of market trends & competitor to achieve the market share metrics.
* Building and strengthening relationships with key accounts, opinion leaders, thereby ensuring high customer satisfaction by providing them with complete product support.
* An effective communicator with excellent interpersonal & relationship management skills.

**Employment Summary:**

|  |  |  |
| --- | --- | --- |
| **Organization** | **Duration** | **Designation** |
| Sanona InfoTech & Services Pvt Ltd, Pune | Feb 2012 to Aug 2015 | Territory Executive |
| Biz Secure Labs PVT LTD, Pune | June 2010 to Dec 2011 | Area Sales Manager |

**Education Qualification:**

|  |  |  |
| --- | --- | --- |
| **Qualification** | **University/College** | **Year of passing** |
| MBA (Marketing) | TMV, Pune | 2010 |
| M.Sc. (Mathematics) | Amravati University | 2007 |
| B Sc. (Mathematics) | Amravati University | 2005 |

**IT Skills:**

* MS-Word
* MS-Excel
* Power point
* MS- CIT
* **Professional Experience:**

**#1: Sanona InfoTech & Services Pvt Ltd, Pune**

**Role:** Territory Executive

**Products**: Micromax- Tab, Dongle, Routers and Kaspersky Antivirus

**Responsibility**:

* Preparing sales & marketing plans for promoting various Products in accordance with macro plans of company.
* Streamlining pre-existing processes to enhance efficiencies, while minimizing operational time.
* Conceptualising and implementing sales promotional activities as a part of brand building & market development effort.
* Developing new business partners to expand product reach in the market and coordinating with the dealers & distributors to assist them to promote the product.
* Guaranteeing adequate stocking / coverage and effective distribution of products; evaluating performance & monitoring distributor sales and marketing activities.
* Ensuring timely collections for achieving seamless supply chain.
* Generating Leads and converting it into sales.
* Convincing and following up with clients for business development and order generation.
* Keeping watch on customer orders and regular follow-ups on the delivery status of the same and constant communication with existing customers by means of telephone, SMS, Emails.
* Collecting feedback data in form of questionnaires and interviews and compiling the feedback in form of report and send it to higher authorities.
* Understanding customer complaints and resolving it by investigating root cause, developing solutions, preparing detailed reports and making recommendations to management.
* Contributes to team effort by accomplishing related results as needed.
* Handling team of 5+ members for business and sales development and growth.

**#2: Biz Secure Labs PVT LTD, Pune**

**Role:** Area Sales Manager

**Products**: Net Protector Antivirus

**Responsibility**:

* Formulating long strategic plans, conducting negotiations & marketing operations thereby achieving increased sales.
* Driving sales initiatives & achieve desired targets with overall responsibility of return on investment and exploring marketing avenues to build consumer preference and drive volumes.
* Conducting competitor analysis by keeping records of market trends & competitor to achieve the market share metrics.
* Building and strengthening relationships with key accounts, opinion leaders, thereby ensuring high customer satisfaction by providing them with complete product support.
* Recruiting, mentoring and training the sales team for ensuring optimum performance to deliver quality services.
* Creating and sustaining a dynamic environment that fosters career development opportunities and motivates high performance amongst team members.

**Personal Details:**

Linguistic Abilities: English, Hindi, Marathi

Marital Status: Married