

## **Profile**

A dynamic & self-directed professional with an expertise in sales & marketing, business generation & Increasing sales volume with developing a good PR with clients.

## **Contact**

PHONE: 9599262108

EMAIL:ashida.2191@gmail.com

## **Strengths**

- ☑ Good Communication
- ☑ Persuasive skills.
- ☑ Hard-working.
- ☑ Ethically strong.
- ☑ Good listening skills
- ☑ Team player.
- ☑ Able to handle multiple work.
- ☑ Punctuality

## **Achievements**

PROMOTED as Senior Business Executive within 5 months after the date of Joining.

Got engaged in various Dell Technical projects.

Achievement in sales pitch Training projects.

Certificate of appreciation in academics (Delhi public school)

Certificate in self- Defense (Delhi police).

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# ASHIDA KHAN

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## **EDUCATION**

- **English and Foreign Language University – Hyderabad**  
2015 – 2017 |Post-Graduation – M.A English, Over All Grade – B
- **Amity University – Noida**  
2011-2014 | Graduate- B.EL.ED.  
74.3 % CPGA – 8.85 (SILVER MEDALIST)
- **Delhi Public School- New Delhi**  
2010 - XII (SCIENCE) - CBSE Board  
70 %
- **Delhi Public School- New Delhi**  
2008- X – CBSE Board  
77%

## **Work Experience**

### **India Infrastructure Publishing | Assistant Manager – Sales and Marketing**

**11<sup>th</sup> Nov'19 – till now**

- Selling/booking advertising space to the corporate.
- To talk to the Marketing professionals, Owners or the Director/ MD of the company.
- To do research and marketing and selling advertising space in sectors like - Water & Waste, Smart Cities, Construction, Mining, Roads & Bridges, Railways, Metros, Energy (Power and Oil & Gas), Infrastructure Finance, Ports & Shipping, Airports, Telecom
- Arranging meetings with the prospective clients (PAN India).
- Develop and Cultivate deep relationship with the client.
- Update or Create Sales Proposals.
- Pitch new business to prospective clients.
- Ensure Repeat/Larger business from existing client.

### **Community Samvada Pvt. Ltd. | Business Development Manager July 2018 – oct 2019**

- Selling/booking advertising space to the corporate or the individuals.
- To talk to the Marketing professionals, Owners or the Director/ MD of the company.
- Understand their requirement, providing them marketing plans that how best we can promote them.
- Designing the advert (Story Telling Advert, Static advert or Conceptualization of the advert)
- Develop and Cultivate deep relationship with the client.
- Update or Create Sales Proposals.
- Pitch new business to prospective clients.

### **Life Invader | Sales Associate – Certifications May 2017 – July 2018**

- To talk to the HR professionals, Finance Professional and IT Professionals
- Make them aware of all kind of certification that will help them in their career Enhancement.
- Certification related to their Educational Background.
- To make them aware about their future career enhancement needs.
- To help them get registered for the examinations related to their field.

**Society for Human Resource Management | Senior Executive – Member Care**

**August 2018 – May 2017**

- To talk to the HR professionals.
- Make them aware of all kind of certification available in our organization.
- Certification related to their Educational Background.
- To make them aware about their future educational Needs.
- To help in conducting the conferences, seminars and workshop.

**Doon Consulting Pvt. Ltd. | Sr. Business Development executive  
May 2015 – August 2016**

- To generate leads for the Clients like Dell, Cisco, IBM, Google.
- Arrange meetings for meetings for the clients
- Making presentation for the Leads, Data etc.
- To find out the concerned person in the company.
- To give presentation to the concerned person.
- Consolidate the lead Reports.
- To do the quality analysis of the Leads.
- Handled projects of Malaysia, Singapore , Bangladesh