

SEJAL JAIN

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PROFESSIONAL SUMMARY

Result-driven marketing and strategy professional with 1+ year of experience at Adani Cements. Skilled in managing key accounts, sales, and digital process improvements. Known for building strong client relationships and delivering consistent business results through teamwork and problem-solving.

EDUCATION

DEGREE	BOARD	INSTITUTE	YEAR	PERCENTAGE
PGDM (Marketing & Analytics)	Autonomous	IMI New Delhi	2022-24	69.66
B. Tech (CSE)	NMIMS	Mukesh Patel School of Technology Shirpur	2017-21	74.63
CLASS XII	CBSE	Choithram School, Indore	2017	76.40
CLASS X	CBSE	Choithram School, Indore	2015	93.10

WORK EXPERIENCE

Adani Cement

Deputy Manager - B2B Marketing & Key Accounts

May'24 - Present

- Managed **500+** clients across **11 regions**, delivering over **1 lakh MT in annual sales** with **15% YoY growth** and **improved EBITDA**.
- Acquired **10+ new RMC clients**, achieving high-volume, high-margin business.
- Secured major metro and highway projects via brand approvals, competitive pricing, and prompt service.
- Increased share of wallet** by mapping key accounts and executing data-driven engagement plans.
- Executed **integration of Orient with Adani Cement** ensuring seamless transition and business continuity.
- Achieved **85%+ order fulfilment** by proactively resolving SAP, credit, and logistical issues.
- Contributed to **B2B app design**; deployed digital tools to automate processes, boosting operational efficiency.
- Led back-office team training and standardized sales ops through SAP & Excel frameworks.

Tata Consultancy Services

Assistant System Engineer

Jul'21 - Jul'22

- Developed cross-platform features for **TCUP IoT product suite** using **Agile methodology**.
- Ensured streamlined deployment across environments and cross-platform compatibility.
- Interpreted client needs and contributed to product improvements.
- Led UAT sessions with clients, gathering feedback that shaped **2 key feature launches**.
- Created deployment guides and documentation, reducing client onboarding time by 50%.

INTERNSHIPS

Reliance Retail

Marketing Analyst

Apr'23 - Jun'23

- Conducted customer profiling (720+ respondents) and retail layout research at 6 locations.
- Used data analysis to support store planning and customer experience strategies.

3-2-1-GoCheck, London

Testing Analyst

Apr'21 - June'21

- Conducted end-to-end quality checks and improved product stability through testing cycles.

AWARDS AND RECOGNITIONS

- Awarded **“Ever Highest Sales Region”** twice at Adani Cement for outstanding volume performance.
- Published patent and research papers on AR/VR applications in jewellery shopping.

SKILLS AND TOOLS

B2B Marketing | Key Account Management | Business Development | Market Research | Data Analysis | SAP | Customer Relationship Management | Advanced Excel | Python | Docker

EXTRACURRICULAR ACTIVITIES

Sketching & Illustrations | Content Creation | Case Competitions | Volleyball