

## Nisha Singh

E-Mail: nishasingh2892@gmail.com

Mobile Phone: +91-8709297007

**Result-oriented professional targeting career-enriching assignments in Credit and Sales domain with amazing opportunities to grow professionally and personally**

### CORE COMPETENCIES

**Business Development**  
**Brand Management**  
**New Launches**  
**Relationship Management**  
**Strategic Planning**  
**Customer Acquisition & Retention**  
**Product Promotions**  
**Market Research**  
**Channel Mangement**  
**BTL Activities**

### ACADEMIC DETAILS

- **Post Graduate Diploma in Management (Finance)** from Xavier Institute of Social Service (XISS), Ranchi in 2017
- **B.com. (Accounts hons.)** from St.Xaviers College, Ranchi in 2014

### PROFILE SUMMARY

- A competent professional with an experience of **2 years and 6 months** in Credit analysis, Internal Sales, Channel Management, Client Relationship Management, Marketing Management and Penetration, Brand Management and Business Development
- Management and retrieval of bad debts
- Competent in planning and managing digital campaigns, organising BTL activities and executing activities for brand building including campaigns, events, new product launch etc.
- Proved excellence in identifying and developing key and institutional clients for business excellence and accomplishment of targets
- Possess analytical and problem-solving skills to work in multi-cultural environment along with team-based management style

### ORGANISATIONAL EXPERIENCE

**Turtle Transport Services Pvt Ltd, Bilaspur, Raipur**

**(Dec'20-Present)**

**Marketing Manager - Brand Promotion and Business Development**

#### Key Result Areas:

- Conducting primary and secondary research to study the consumer behaviour and industry trend
- Supervise and monitor operations towards smooth and streamlined functioning
- Training and skill development of operations staff and evaluate performances
- Appointment and managing marketing partners – digital and conventional
- Devising and executing online and offline marketing campaigns within the budget limit
- Collaborate and partner with independent cab service providers
- Planning and executing strategic brand promotion activities
- Maximising POSM display, hence increasing visibility
- Planning and ensuring proper execution of digital and BTL campaigns
- Customer relationship management and follow up
- Keep track of competitors pricing and latest schemes and strategies

**Oravel Stays Pvt Ltd, Kolkata**  
**Key Account Manager – Corporate sales**

**(Jun'19 – Dec'19)**

**Key Result Areas:**

- Administering end-to-end operations, enabling seamless supply chain facility, product delivery and after-sales service
- Finding Client base and new business opportunities for the area
- Resolving key client issues and complaints.
- Planning and executing various promotional activities and strategies
- Managing the sales process for new prospects, from initial contact through to closure
- Dealing with customer enquiries and demand
- Achieving revenue targets and objectives in-line with the Area Business Plan
- Working closely with the marketing team to produce sales collateral required for the target market

**Institutional Sales**

- Corporate tie-ups with Companies for bulk bookings, conferences and conduction of training programs.

**Highlights:**

- Achieved monthly sales target
- Ranked amongst top-5 key account manager in region
- Worked with the Strategy Management and Planning team for IISF project.

**Jana Small Finance Bank, Dhanbad**  
**Assistant Manager – Branch Banking / Microfinance**

**(April'17 – Dec'18)**

**Key Result Areas:**

- Credit Analysis of customers for loan disbursement
- Manage collection activities of partners to generate revenue through primary & secondary sales
- Customer training for CIBIL maintainance
- Evaluate partner sales performance and recommend improvements
- Educate partners about product portfolio and complimentary services offered
- Implementation of the campaigns, events and brand promotion
- Dealing with customer enquiries and demand
- Achieving revenue targets and objectives in-line with the Area Business Plan
- Meeting clients and negotiating deals

**TECHNICAL SKILLS**

**MS Office (Word, Excel and PowerPoint), Social Media Marketing, Content Writing**

**PERSONAL DETAILS**

**Date of Birth:** 28<sup>th</sup> February, 1993  
**Languages Known:** English & Hindi  
**Address:** D 269/270, Rama Green City, Seepat Road, Sarkanda, Bilaspur, CG - 495006