






Meenakshi Chandel  
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## CAREER OBJECTIVE

Seeking a challenging and rewarding position within a growing & esteemed organization in which I may utilize my knowledge and skill and thus explore the potential. I desire a position within an organization where continual education, achievement and growth are emphasized.

## PROFILE SUMMARY

- Confident, Motivated and Articulate, with 2+ years' experience in Sales and Marketing.
- Skilled at applying knowledge of business development processes.
- Sound Knowledge of business analysis, Lead generation.
- Liaising with both current and potential clients to develop existing and new business opportunities.

## ORGANISATIONAL EXPERIENCE

### **Versatylo Interactive Private Limited, Noida**

**(December 2017 - Present)**

**Designation:** Business Development Executive

**Company Overview:** Versatylo Interactive is an ISO/IEC 27001:2013 certified Digital Marketing agency providing IT services like **Animation Video, Video Editing, Graphic designs, Web development and Digital Marketing: SEO, SMO, ORM**, etc.

#### **Responsibilities:**

- Managing all communication with clients through mail, Skype, and phone call to convert the leads.
- Handling leads related to Animation video and Digital Marketing projects.
- Prioritize projects to achieve meaningful cost-effective results.
- Generated new business and long-term account opportunities through prospecting leads.
- Branding and promotional activities for generating leads.
- Prepare and follow-up on Proposals submitted to the clients.
- Project coordination with clients and developer to deliver project on time.
- Familiar with online bidding portals like upwork, guru.
- Established CRM to increase sales, improve sales forecasting, and enhance account tracking on new and existing clients.

### **Milagrow Business & Knowledge Solution, Gurgaon**

**Designation :** Sales and Service Engineer

**(March 2016 - November 2017)**

**Company Overview:** Milagrow Human Tech is the No.1 Domestic Robots Company in India dealing with **cleaning robots like Floor Cleaning Robots, Window Cleaning robots, Pool cleaning robots, Lawn mower.**

#### **Responsibilities:**

- Responsible for preparation & maintenance of the MIS reports on Weekly and Monthly metrics.
- Day to day follow up & Co-ordination with Sales team to ensure timely flow of MIS.
- Demonstrating how a product meets a client's needs.
- Identifying the customer's & clients current and future requirements.
- Delivering presentations and demos to clients.
- Demonstrating products, services and solutions to potential clients.
- Providing sales support during virtual and onsite client meetings.
- Offering after-sales support services.
- Putting together technical instruction for customers in relation to the use, operation and maintenance of purchased products.
- Working with existing customers to help them get the most out of the products they have bought.
- Make travelling plans for field service Engineers.
- Daily coordinate with field service engineers and make daily demo plans for the field engineers.

## PROFESSIONAL SKILLS

- Outstanding analytical, problem-solving, and troubleshooting ability.
- Superior communication (oral and written) and quick learner.
- Both independent and team worker, as required.
- Ability to multi-task and prioritize effectively.
- Ability to work under deadlines, worked as an active team member and willingness to accept responsibilities
- Strong technical aptitude and technical sales experience.
- Strong negotiation skills.
- Extensive phone and in- person customer service experience.

## IT SKILLS

- **Web Related Languages:** HTML
- **Platform Used:** Microsoft Windows (7/8)
- **Software Used:** CRM, Microsoft Office, Excel, Word, and Power Point
- Sound knowledge of Search Engine Optimization (**SEO**)
- Good Knowledge of Social Media Optimization (**SMO**) and Online Reputation Management (**ORM**)
- **Software Testing (Manual):** Well versed **SDLC** and **STLC** concepts
- Well versed with **Bug Life Cycle**
- Good knowledge on **Manual Testing** includes **GUI, Functional, Regression** and **System Testing**
- Good knowledge on **Ecommerce Domains**.

## ACADEMIC DETAILS

COURSE	INSTITUTION	UNIVERSITY/BOARD	%age	YEAR OF PASSING
B.Tech (ECE)	Jawaharlal Nehru Govt. Engineering College Sundernagar (H.P) India.	Himachal Pradesh Technical University	69%	2015
Higher Secondary	Girl Senior Secondary School Bilaspur (H.P) India	HPBOSE	58%	2011
Matric	Girl Senior Secondary School Bilaspur (H.P) India	HPBOSE	65%	2009

## AREA OF INTREST

- Digital Marketing
- Sales and Marketing
- Management skills
- Software Testing

## INTERNSHIP

- 2 months industrial training in **Software Testing – Manual** from **SDK IT Solutions Pvt. Ltd.**
- Summer Training at **Eureka electronics solution Pvt. Ltd** Chandigarh on **PICEMBEDDED SYSTEM**
- Summer Training at **Step Solutions** in **Industrial Automation.**
- One day workshop on “**IICTTE-2014**” Conducted by **J.N.G.E.C, SUNDERNAGAR.**

## INTERNSHIP PROJECTS

- Power saver and person counter using Pic microcontroller.
- Traffic light control system using Pic microcontroller.

## PERSONAL DETAILS

**Date of Birth:** 7 September, 1994

**Languages Known:** English and Hindi.

**Permanent Address:** V.P.O. Lakhanpur, Tehsil –Sadar, District Bilaspur, Himachal Pradesh -174001

## DECLARATION

*I hereby declare that all the information provided by me in this application is factual and correct to the best of my knowledge and belief.*

*Place-*

*Meenakshi Chandel*

*Date-*