

**NITU KUMARI**

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**Career Objective**

To secure a suitable position in Marketing Management, where I can utilize my skills and experiences to make positive contribution to my employer and enhance my skills.

**Skill Set**

- Positive Attitude.
- Good in building & maintaining relationships.
- Sound knowledge of report generation related to client activities
- Proficient in the use of MS Office applications including Excel and PowerPoint
- Ability to successfully manage multiple projects
- Highly experienced with all facets of client relations
- Problem solving ability.
- Good oral and written communications skills
- Working as a team member and leading the team.
- Flexible and adaptable sincere

**Work Experience****1. Working as Customer Relationship Manager In STI Apparel Automation pvt. Ltd**

- Maintained professional and productive relationships with clients.
- Managed client relations and resolved issues as quickly as possible.
- Prepared project proposals and handled billing issues.
- Prepared financial forecasts and quarterly reports.
- Ensured accuracy of monthly and quarterly reports.
- Developed online and offline client strategies.
- Set up monthly meetings with clients and answered client inquiries.
- Handled client complaints and sought timely resolutions.
- Addressed client inquiries.
- Developed detailed client profiles.
- Monitored client accounts and identified possible issues.
- Performed extensive market research on new products from outside manufacturers.
- Oversaw marketing campaigns and identified potential areas for growth.
- Organized road shows, trade shows and marketing events.
- Organized marketing research to implement brand awareness.

**2. Worked as Marketing Executive at Precision Testing Machine Pvt Ltd from Feb 2016 to April 2018.**

- Analysis & forecast the yearly target for BM and RM

- Preparing strategic monthly marketing calendars.
- Coordinated with other department heads on larger projects.
- Oversaw daily business functions and deal with issues as necessary.
- Deal follow up with BM/RM.
- Prepared weekly and quarterly business analysis reports
- Developing strategy to close the deal with BDM.
- Understanding regional marketing requirements and developments with the help of Monthly marketing reports (MIS) & Monthly Market Tracker
- Providing support to BM/RM from back office.
- Managing Free of Cost (FOC) Sites, manage visual merchandizing activities and PR releases to help organizations achieve its market share targets.
- Timely alert regarding deal to zonal head about losing deals or project.
- Attended and organized company-related exhibitions, sales, promotional events, and others.
- Writing reports.
- Scheduled departmental meetings
- Entry & Approving RFF on sales's Software

#### **Research & Development:-**

- Doing survey for improving service.
- Conducting marketing activities for sales lead generation.
- Initiate and control surveys to assess customer requirements.
- Assisted with project research

#### **3. Worked as Operation Executive at M/s Takar construction from June 2014 to Dec 2015.**

- Handling Team of 18 Marketing Manager.
- Coordinating with all the Field marketing & branch.
- Relationship building with new and Existing Client.
- Relationship building with all the associate companies.
- Arranging Training & motivating all the Marketing managers & executive for better output
- Giving updates to all the associates about new and old property.
- Follow-up regarding due payment, necessary document.
- Contests for business associates for more revenue generation with them
- Making report on the of expense Events.

#### **Academic Qualification**

- Post Graduate Diploma in Management (P.G.D.M) with Marketing and Finance Specialization from UPT University with First Class.
- Bachelor of Arts from Rajiv Ghandhi University with Second Class.
- HSC (Arts) from CBSE with Second Class.
- SSC from CBSE with Second Class.

### Projects Undertaken

**Title:** Working Capital Management

**Company:** M/s. Takar Construction

**Duration:** 2 Month.

**Title:** Consumer Behavior toward Vodafone

**Company:** Vodafone.

**Duration:** 1 Month.

### Extra Curricular Activities

- Won prize in Inter-School Quiz Competition in 2005 at Arunachal Pradesh.
- Won prize in College Dance Competition in 2009 at Arunachal Pradesh.
- Won prize in Best out of Waste in 2008 at Arunachal Pradesh.

### Areas of Interests

- Craft Making
- Listen music
- Reading books
- Undertake travelling to see historical monument

### Personal Details

Father's Name	:	Shri Doma Choudhary
Date of Birth	:	25 <sup>th</sup> -Sept-1989
Marital Status	:	Single
Languages known	:	English, Hindi, Bhojpuri, Punjabi,
Permanent Address	:	M/s. Capital Enterprises Near Lagun Bridge Naharlagun Arunachal Pradesh PIN 791110
Present Address	:	Building No.1447/B, Gali No. 13 Govind Puri, New Delhi.

**DATE:**

**(Nitu Kumari)**