

PRERNA SINGH

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Professional Summary

Result Oriented marketing professional bringing more than seven year of wide ranging experience executing measurable marketing campaigns for fast paced companies Successful in driving membership traffic & revenue & to continually undergo personal and professional development by enhancing learning, experiencing diversity and contribute to a growth driven professional environment.

Skills

- | | |
|---------------------------------|-----------------------------|
| • Business Development | Result- Oriented |
| • Sale Analysis | Strong Interpersonal Skills |
| • Budgeting & forecasting | Self Motivator |
| • Revenue generation Strategies | Fast Learner |
| • Marketing | Advertising |

Work History

Millennium semiconductor	Jul'15 – April'16	Executive Assistant
Aqua Treat Pvt.Ltd	Jul'11 – Mar'14	Manager (BDM)
Ion Exchange	Jan'11- Jun'11	Branch Sales Manager
Max New York Life	Nov'07 – Dec'10	Sales Manager

Professional Experience

Millennium Semiconductors

Role : Executive Assistant to Managing Director(Corporate Office)

- Maintaining master calendar of events
- Maintaining of accurate board minutes & circulated on mail.
- Providing administrative assistance to Managing Director in his day to day activities.
- Coordinating with Human Resource Manager for various departments requirement.
- Follow ups with all the key activities & Interdepartmental coordination

Aqua treat Pvt. Ltd.

Role : Business Development Manager & E.A.to Director (Corporate Office)

- Providing administrative assistance to Director in his day to day activities
- Follow up with all the key activities & participating in Data analysis, MIS, Coordination with cross functional teams.
- Meeting high profile clients to generate revenue from them by providing them a descaling solution for their Centralized AC plant.
- Reports preparation, data handling by maintain the ethics of the organization.

Ion Exchange (India) Ltd- Delhi (NCR)

Role : Branch Sales Manager

- To recruit & train various positions of the branch like Area sales manager, sales executive etc.
- To effectively and efficiently managing the resources and maintaining the profitability of the organization.

Max New York Life Insurance Co. Ltd – Jhansi Branch Office

Role: Manager Sales

- To recruit train and develop candidates to achieve high productivity in quality ,cost & time.
- Team Size: 22 Members.

Role : Asst. Manager Sales

- Recruitment/Development & retention of the Agent & Advisors.
- Lead a group of Agent & Advisors, co-ordinate and co-operate to achieve our Goal.
- Sales Forecasting on a monthly & quarterly basis.
- Maintain customer & company relationship along with customer service cell.

Role : Financial Consultant

- It's a bridge between normal candidates who can join company to management.
- Over achieved target of Insurance policy -80 in 8 Months compared to original target of 50 in 9 months.

Achievements

Ranked no. 1 in country top 50 SM's.

2nd best Annual Performance Rating G2M2 for year 2009

Highest GPA Scorer in the Branch for the year 2009

No. 1 Sales Manager in Jhansi Branch.

Awarded Regional Business Council (RBC) award.

Summer Training Project.

- February 2007 as Sales Intern in ***BIG 92.7 FM***

Achievements: # 80 % targets achieved

ONAIR Classified spot selected for 3 cities.

Cold calls Appreciation.

Education

Degree	Institute	Percentage
MBA	Institute of Chartered financial Analyst of India (ICFAI)	6.5 CGPA
B.Sc Microbiology	Bundelkhand University Jhansi	72%
Intermediate	CBSE Board, K.V.,Jhansi	65%
High School	CBSE Board, K.V.Jhansi	55%