

NANDINI BADOLA

Contact: +91-9073427432

E-Mail: nandini.badola@gmail.com

CAREER OBJECTIVE

To achieve high career growth through a continuous learning process, keep myself dynamic, visionary and competitive with the changing scenario of the world and to contribute for the growth of organization.

PROFILE SUMMARY

- A result oriented professional with experience of over 2 years in Customer Handling, Marketing, counseling & sales.
- Currently working with Mother Dairy Fruit & Vegetable Pvt Ltd company, Mumbai as sales executive.
- Adept in conducting research to update self on industry knowledge & trends
- Adept in client handling and ensuring customer satisfaction
- Possess good domain knowledge of various functional areas
- Demonstrated excellent skills in Sales/Marketing & counseling
- An effective communicator with excellent analytical and interpersonal skills

CORE COMPETENCIES

Customer Relationship Management
Marketing

Operations
Promotion

Counseling
Sales

WORK EXPERIENCE

JUNE'18

Mother Dairy Fruit & Vegetable Pvt Ltd

Role: Sales Executive

- Handling operation of Direct accounts in MRF like Reliance, Big Basket, Metro, Bookers for Mumbai and pune.
- Implementation the strategic decisions to increase sales for the particular accounts.
- Maintainance of regular supply of dairy products to the Key accounts.
- Increasing the sales of ice cream for mother dairy in Mumbai and pune for the specific Key accounts.
- Analyze marketing and sales data to develop insights and make recommendations on area for optimization.

Nov'14-Mar'16

Panch Tattva Tours and Travels Pvt. Ltd.

Role: Marketing Executive

- Assisting with the presentation for a company
- Assisting with the negotiation
- Reaching out to companies, schools and other customers
- Maintainance of customer Data.

Nov'13-Sept'14

InfoEdge India Ltd. (Shiksha.com)

Role: Product Executive

- Promoting company's new MBA program CAMPUS CONNECT
- Dealing with students from various top universities like IIMs, FMS etc.
- Registering students from various colleges as volunteer representatives from their college
- Explore new ways to engage and identify new social networks to reach out target customers

EDUCATION

2018	MBA (MARKETING), Army Institute Of management Kolkata
2013	B.B.A from IITM, IP University
2010	12 th from APS, Dhaula Kuan, CBSE
2008	10 th from APS, Dhaula kuan, CBSE

INTERNSHIP

June 12 – July 12 Crafts International Co.

Duration : 2 months Role

Role : Marketing Analysis

- Studied the financial working of the company
- Gained knowledge of financial sources and tools

July 17 – Sept' 17 Dheer Marketing India

Duration : 60 days

Role : Marketing Intern

- Handled a new project of school uniform under the brand UNITED COLORS OF BENETTON.
- Made two successful deals with the school.
- Managing stores to increase sales.
- Handling the warehouse and logistics.

ACADEMIC PROJECTS

Title: **A Study on Consumer Preference between Maggie & Knorr Soups**

Duration: 2 months

Role:

- Prepared questionnaires for the target market
- Analyzed the response by the target audience
- Prepared project report and data by interpreting results on questionnaire

Title: **Grievance Handling**

Duration: 2 months

Role:

- Analyzed various factors causing dissatisfaction to the customers
- Studied about various trends and methodology to solve problems faced by employees
- Understood the relation between dissatisfaction and performance of the employees

IT SKILLS

Operating Systems : Windows Vista/XP and Linux

Softwares : MS-Office (Word/Access/Excel)

EXTRAMURAL ENGAGEMENTS

- Secured 1st position in various Essay Writing and Debate Competitions
- Participated in:
 - Blood donation Camps
 - Various dance competitions at school & college level
 - National Painting completion at India Gate
 - Airtel Delhi Marathon in 2010

PERSONAL DETAILS

Date of Birth : 27th June 1993
Languages Known : English, Hindi & Garhwali
Contact Address : M 901 Great Value Sharanam Sector 107 ,Noida