

VEENU HOODA

41, Shiv Vihar, Near Shiv Mandir, Mata Road, Gurgaon-122001, Haryana, India.

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Personal Details:

Date of Birth : 6th April, 1993
Gender : Female
Residing Town : Gurgaon
Marital Status : Unmarried
Language Known : Hindi & English
Nationality : Indian
Father's Name : Jai Singh

Professional Qualification:

Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

MBA (Dual Degree) with specialization in Marketing and HR 2014-2016

MAHARISHI DAYANAND UNIVERSITY, ROHTAK

Bachelor of Education (B.Ed) 2013-2014

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI, INDIA

Bachelor of Business Administration (BBA) 2010- 2013

Academic Qualification:

DELHI PUBLIC SCHOOL, GURGAON, HARYANA, INDIA

ALL INDIA SENIOR HIGH SCHOOL CERTIFICATE EXAMINATION (12TH GRADE) May 2010

ALL INDIA JUNIOR HIGH SCHOOL CERTIFICATE EXAMINATION (10TH GRADE) May 2008

Professional Experience:

PROPTIGER.COM (Real Estate Consultancy Firm) - Relationship Manager (July 2017 – June 2018)

Role and Responsibilities:

- Presenting idea to enhance the brand awareness and also to generate sales by organising corporate visits and corporate ti-ups.
- Assisting Area Head in sales & marketing of various residential projects of Builders & Developers in Delhi NCR.

- Handling international as well as local clientele to solve their query and also sell them residential projects in the NCR region.
- Managing CRM and generating leads by calling the client.
- Making Site visits to clients in Residential Projects of different Reputed Builders.
- Negotiate pricing to ensure deal closure with maximum revenue for the organization.
- Providing After sales services & assisting in Home Loans for the Clientele.
- Ensuring after sales service for the client to maintain a good relationship with the clients to generate reference business.

SKK PTE LTD (Japan)

Previously was working with SKK Paints and Architectural Coatings as a **Marketing Executive** from **1st May, 2015 till 30th June, 2017**. It is one of the leading Manufacturers of Architectural Coatings, special coatings and Paints. It's a public listed company Headquartered in Osaka, Japan positioned No 1 in terms of revenue and market share with over 60 years of market presence.

Role:

- Dealing with HNI (High net worth individual) Clients as well as Architects, Developers, Interior designers, PMCs (Project Management Consultants) etc.
- To achieve maximum sales volume through effective relationship management.
- Presentation of the products and sampling at specifier's counter and mock up initiation
- Providing Technical Specification of the product and the likely consequences of the variation of the elements of the product to the new customers.
- Discovering market opportunities, developing business cases and offering successful products/services and later translating them into sales.
- Maintaining a robust data base of specifier details, projects in pipeline, funnel report of leads generated and sending regular reports and updates to the management as per the company rules.

Projects and Industrial Experience:

Project 1: MEASUREMENT OF INSURANCE POTENTIAL IN RURAL INDIA

The Objectives of the project:

- To study the potential of Indian rural as well as semi-urban markets for the insurance sector with special focus on MetLife.

The Scope of the project:

- To study the potential of Indian rural as well as semi-urban markets for the insurance sector with special focus on MetLife.
- To find out the viability and potential of Indian rural markets for insurance sector. As 70% of Indian population resides in rural areas, therefore it becomes important to study the scope of rural market.
- To study about the current scenario of Indian insurance market.

- To find the reasons why insurance companies haven't tapped the immense potential of Indian rural market.
- To find out various growth opportunities for insurance companies in rural market and the various challenges faced in rural marketing of insurance products.
- To find out the growth drivers in terms of products, distribution system, capital employed, marketing of products that will work well with rural and semi-urban audience.

Project2: THE STUDY OF RECRUITMENT PROCESS OF TELECOMMUNICATIONS CONSULTANTS INDIA LTD. (TCIL)

The objectives of the project:

- To understand the internal recruitment process in organization.
- To identify areas where there can be scope for improvement.
- To give suitable recommendation to streamline the hiring process.
- To develop practical knowledge with theoretical aspects.
- To know about the importance of recruitment.
- To find out better process of recruitment.

INDUSTRIAL EXPERIENCE

- **Worked with MetLife India Insurance co. Ltd. as an intern/ trainee from 11th June 2012 to 10th August 2012.**

Objectives of the Research:

- To study the potential of rural India for the insurance sector with special focuses on MetLife.
- To understand the level of awareness of insurance sector in rural areas.
- To understand the customer mindset.

Scope:

- To find out the reasons for poor penetration of insurance sector in Indian rural market.
- To find the growth drivers for rural market in order to make it a profitable investment.

Research Design:

Exploratory research design was used for this project. The main purpose of this research was to interact with potential customers in rural areas in order to get an insight about their perception and mindset.

Method used under this kind of research design was:

- Direct interaction with players in insurance.
- Drafting questionnaire.
- Selecting a set of potential rural customers.
- Survey with rural customers.
- Analyzed and interpreted the results.

- **Worked with People Specialist Staffing Services as an intern/ trainee from 27th January 2015 to 26th February 2015.**

Role:

- Interacted with clients and understanding their requirements
- Maintained database of prospective candidates and companies
- Sourced talent through job portals
- Scrutinized, prescreening and tele-interviewing the candidate

AWARDS:

- Honoured with **Certificate of Appreciation** for achieving highest revenue across all branches for October 2017 followed by the certificates for the same category in January and February 2018.
- Honoured with **Certificate of Achievement** from the builder (EMAAR) for significant contribution and a commendable performance towards achievement of sales target for Emaar Palm Premier Project in February 2018.

Computer Forte:

- HTML, Queries
- Desktop Applications: Microsoft Excel, Word, PowerPoint, Outlook
- Database: Microsoft Access
- Languages: C++

I hereby declare that the above written particulars are true to the best of my knowledge and belief, assuring utmost faithfulness and dedication in work assigned, if selected.

Date:-

Place: -

(Veenu)