

## Associate/ Senior Associate/ AM - Mobile Marketing (Sales & BD)

**Objective:** - Accomplish organizational goal utilizing the skill set while learning through every new opportunity with all the internal and external factors so as to become a crucial part to the team.

### PROFESSIONAL SYNOPSIS

- ⇒ PG diploma in marketing with more than 5 yrs experience in **Marketing, PR, Business Development, client servicing and Customer Relationship Management**.
- ⇒ Marketing professional with extensive experience & the ability to execute a **wide range of sales and marketing strategies** to establish market presence and revenue maximization.
- ⇒ Proficient at **analyzing market trends** to provide critical inputs for business development initiatives and formulation of selling and marketing strategies as well as making strong brand appearance.
- ⇒ **Proficient at internal and external communication**, and able to handle multiple projects at a time.
- ⇒ Ability to design and develop new product and service according to the demand and trend of market.
- ⇒ In-depth **knowledge of branding**, and proven ability to promote and build the brand.
- ⇒ Exceptional ability in maintaining cordial relationship with customers, ensuring quality and service norms to achieve customer satisfaction and business retention.
- ⇒ Deft in identifying and networking with prospective clients, generating business from the existing clients and achieving profitability and increased sales growth.

### PROFESSIONAL EXPERIENCE

June 2009 TO till date.

**Employer** :- Blackpepper Infoservices Pvt.Ltd.  
**Role** :- Assistant manager Sales and Marketing.

#### Key Deliverables.

- ⇒ Performing entire sales process starting from lead generation to order closure and payment realization.
- ⇒ Client servicing.
- ⇒ Leading a team of front line sales executives.
- ⇒ Market analysis pertaining to new product & service offerings, competition of reference for new launch.
- ⇒ Arrange sales promotional activities.
- ⇒ Developing Marketing Plan, convey it to the executives.
- ⇒ New product / Service development on the basis of customer feedback.
- ⇒ Need recognition and Presentation for bigger clients.
- ⇒ Work as the single point of contact for clients.
- ⇒ Manage internal communication for the organization.
- ⇒ Conceptualize proposals, brochures, presentations, e-mails and other promotional stuffs.
- ⇒ Providing guidance & support to the front-line team on product knowledge and target market.

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- ⇒ Brand building activities and brand promotional activities both online and offline to build the brand name of the company.

**April/04 to June/06**

**Employer: - Karma Technology Pvt. Ltd**

**Role : - Marketing Executive.**

### **Key Deliverables:**

- ⇒ Contact and demonstrate products to the corporate clients.
- ⇒ Follow the instruction from immediate manager.
- ⇒ Negotiating the price and conducting technical discussion with the customers.
- ⇒ Managing customer centric operations, forwarding customer instructions to the concerned department & ensuring customer satisfaction by achieving delivery & service quality norms.

### **EDUCATIONAL DETAILS**

- ⇒ **Post Graduate Diploma in Management (PGDM)** from UPTU, [2007- 2009] **Specialization: Marketing.**
- ⇒ **Bachelor of Computer Application (BCA)** from Agra University in the year 2003.
- ⇒ Higher Secondary from State Board in 2000.
- ⇒ Senior Secondary from State Board in 1998

### **Computer Skills**

- ⇒ Windows, Mac.
- ⇒ MS Office, Photoshop, Coral draw. And other application.
- ⇒ Hardware knowledge to handle medium Pc trouble shooting.
- ⇒ Ability to adopt any application software quickly.

### **Extra curriculum activities.**

- ⇒ Key founder of an event management group call **“The weaver”**, which organizes cultural program.
- ⇒ Since schooling organized several cultural programs, religious programs. In college participated as a key member of the organizers of fresher’s party, Convocation, college fest, Inter hostel cricket tournament.
- ⇒ Participated in various football tournament and football league on behalf of United club Ranaghat, Ranaghat (sub divisional) sports welfare association.
- ⇒ During school, have learned Indian classical music for seven years.

### **PROJECT COMPLETED (During PGDM)**

Name of the organization	: SKL Optical.
Duration	: August 2008 to September 2008.
Subject	: Comparative study of competition between rivals with the perception of branding.
Key works	: Undertaken the brand study with the respect of Price, Advertising, customer retention devise the strategy to increase brand awareness to obtain sustainable growth against competition.

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