

# Strategic Account Manager

## Curriculum Vitae

### Career Objective:

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To continually make an effort in enhancing my professional expertise & integrating the same with organizational Development process and also to use my strategic acumen, considerable experience in developing and implementing the success strategy.

### Professional Experience:

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#### Experience 1:

**Company Name:** NDTPL (MARG Group Company)

Oct' 10 – Till Date

#### Key Responsibility

- \* **Lead generation** through various online and offline marketing activities.
- \* Execute e-mail and call campaigns to generate sales leads, give online/onsite demonstration, follow-up with prospects and close deals.
- \* Corporate **Relationship** Management: **Corporate Communication**, Sales and Marketing.
- \* Client meeting with **CFO, CEO**, Presidents, Vice presidents, Directors etc.,
- \* **Follow up** with clients.
- \* Monitoring competitor activity and market trends.
- \* Preparation of detailed techno-commercial proposals.
- \* Converting the prospects to clients and Leasing the space to them
- \* Facilitating the state and central approvals for the industries in SEZ
- \* Liaison with channel partners like Consulates, Trade Associations, Intellectual property consultants(IPC) etc., for lead generation
- \* Participating in various seminars & Tradeshows for networking with CXOs.
- \* Ideating and executing the new ways of lead generation activities for SEZ
- \* Preparing the business plan / case study for new projects undertaking by the company
- \* Competitor mapping
- \* Initiated and managing social media marketing through LinkedIn, Face Book & Slide Share

#### Experience 2:

**Company Name:** Advance Learning Solutions Pvt. Ltd.

May '10 - Oct '10

#### Key Responsibility

- \* Cold calling to acquire new customers and strengthen the prospective customer database of the organization
- \* Online marketing through Direct mailers & Social networking sites

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- \* Maintained cordial relationship with the existing clients and thus extracting more business from them
- \* Designing the training activities as per the customer requirement
- \* Preparing the proposals and negotiating with the customers
- \* Accurately forecasted quarterly revenue opportunities within the assigned territory

### Experience 2:

**Company Name:** Ninedots

Jun '09 - April '10

### Key Responsibility

- \* Generating Corporate leads through Direct meetings, telecalling, cold calling, social medias etc.,
- \* End to end process in-charge for projects.
- \* Planning and implementing marketing strategy.
- \* Working closely with the Project Head on other training initiatives
- \* Client engagement & business development.
- \* To identify the potential of the corporate, negotiation, signing of contracts and renewing the corporate deals.
- \* Internet Marketing
- \* Collection of pending dues as and when required for sales made
- \* Organizing public seminars in consultation with the Principal Consultant and to develop an effective marketing strategy for the same

### Educational Qualification:

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Qualification	Month/ Year	Degree	Name of the Institution
Post-Graduation	January 2010	MBA (Marketing)	Mumbai University
Graduation	June 2005	Bachelor of Science	VTU
12 <sup>th</sup>	April, 2002	12 <sup>th</sup> Standard	ICSE
10 <sup>th</sup>	April, 200	10 <sup>th</sup> Standard	ICSE

# Strategic Account Manager

## Technical Expertise:

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Analysis Tolls: SPSS

Professional Tools:

CRM

Common Office Environment: Microsoft Word, Excel, Project Manager, emails, Antivirus etc.