

Pinki Verma

Delhi, Delhi - Email me on Indeed: [indeed.com/r/Pinki-Verma/0b3ce041b94614d0](https://www.indeed.com/r/Pinki-Verma/0b3ce041b94614d0)

- ☐ 8th Months Experience with FDC Pharma
- ☐ 4th Months Experience with R.P.G.Lifes Sciences
- ☐ 6th Month Experience with Rapross Pharma PVT Ltd.
- ☐ Possess over 1.6 year of experience in Business development, Sales & Marketing, Customer Relationship Management, Channel Management & Team Management.
- ☐ Handle the marketing/ business development activities like analysing market trends & establishing healthy relations with key decision makers.
- ☐ Gained experience in client servicing, process operations and experience of implementing procedures & service standards for business excellence.
- ☐ MBA specializing in Sales and Marketing from SMU, Delhi in 2012.
- ☐ An effective communicator with exceptional relationship management skills with the ability to relate to people at any level of business and management.

WORK EXPERIENCE

Marketing Executive

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Responsibilities:

- ☐ Territory analysis through auditing the prescriptions received by retailers for understanding new and existing product market potential.
- ☐ Product promotions by effective in chamber communication based on doctor product matrix and demand specific prescription support for meet the target.
- ☐ Establishing good relationship with the doctors involve them launch activity/Camps/CME's etc for generating further revenue.
- ☐ Interfacing with the retailers and stockiest to enhance the sales of the products.
- ☐ Coordinate with team to maintain high growth of sales.

EDUCATION

MBA in Marketing & Sales

Sikkim Manipal University
2012

Bachelor of Arts

H.P. University shimla
2005

ADDITIONAL INFORMATION

CORE COMPETENCIES

Sales & Marketing/ Business Development

- ☐ Exploring potential business avenues to penetrate new accounts and expand existing clientele through company's strategy and defined process.

☐ Achieving growth and profitability through building the customer and market base by identifying new customer and redefining product positioning by effectively delivering my role and responsibilities.

Relationship Management

☐ Interacting with the clients and devise innovative approaches and strategies to build strong relationship with Customers.

☐ Handling customers queries for better turnaround time and customer satisfaction.

Dealer / Distributor Management

☐ Identifying and networking with financially strong and reliable advisors / dealers networks, resulting in deeper market penetration and reach.

☐ Evaluating performance & monitoring channel sales and marketing activities.

IT SKILLS

Operating Systems: Windows 7, Windows XP, Windows vista

Applications: Microsoft office & Internet Applications