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## PROFESSIONAL SUMMARY



***Suruchi Roy***

PERSONAL SUMMARY: A driven sales and business development professional with 8+ years of experience across the functions Internet/Dot com, Mobile & Electronic Payments, E- commerce, Key Account Management, Online Deals Marketplace, Business Development, Strategic Alliance and Negotiations, Customer Relationship Management. My goal is to sincerely put forward my best efforts, Be committed towards my work and contribute profitably in the management of the organization.

## WORK HISTORY

## Biryani by Dilli 6

## Owner/ Jan 2019- Current

## Successfully run Biryani Delivery outlet in Noida sector 16

## Developing business strategy for the outlet from sales data to customer query resolution and formulation of variation marketing activities to increase the sales

## BBD6 was catering different cafeteria like JUST DIAL, Paytm, RISM etc.

## Supervising the staff, Promotion, Inventory management, managing finances and tying up with the corporates were majorly done by me.

**Yash Compsotables Ltd**

*KEY ACCOUNT HEAD, Customer Relationship Manager | 06/2018 – 12/2018*

Developing trust relationships with a portfolio of major clients to ensure they do not turn to competition.

Acquiring a thorough understanding of key customer needs and requirements

Expanding the relationships with existing customers by continuously proposing solutions that meet their objectives

Ensuring the correct products and services are delivered to customers in a timely manner

Serving as the link of communication between key customers and internal teams

Resolving any issues and problems faced by customers and deal with complaints to maintain trust

Playing an integral part in generating new sales that will turn into long-lasting relationships

**Times of India Group**. Delhi, Delhi

*Retail Sales Manager | 06/2014 - 07/2018*

## SKILLS

* Having a creative approach to problem solving
* Identifying and then generating leads.
* Ability to sustain and deliver over long term sales cycles
* Superb presentation and closing skills
* Complete mapping of Hotels/Restaurants in Delhi/NCR and many other cities
* Conflict resolution
* Interpersonal and written communication
* Team liaison
* Skilled in [Software]

## EDUCATION

2009

# M.B.A

Cosmic Business School, Delhi - Marketing and HR

# RDVV University Jabalpur

2006

**B.sc**: Biology

# M.I.B.H.S School, Board of MP

2003

**12th**: Bhopal

problems, interests, competitive activities, and potential for new products and services.

Conduct training of complete Orders dashboard on Pan India Level. Giving constant feedback to product team regarding the new features and add on.

Finding new ideas and educate the clients to grow their business in long term.

Coordination with various food Aggregators like Food Panda, Zomato, and Swiggy regarding the integration with our product.

Closely reviewing the latest market trends in restaurant Industry especially in Delivery outlets.

**Mydala**. New Delhi, DL

*Sales Manager | 06/2012 - 06/2014*

Planning and identifying opportunities through assigned territories.

Identifying potential opportunities in the stem online data concept.

Implementing sales call strategy as assigned. Responsible for all the merchant care activity. Interaction with potential merchants.

**Avon Beauty Products India Private Limited**. Gurugram, HR

*Zone Manager | 12/2009 - 05/2012*

Identifying and Exploiting Local Opportunities

Building Relevant Database and planning on how to achieve goals for each quarter

Effective management of Media-Run Promotion

To motivate down line and helping them to achieve the sales target Responsible for New Business Development via prospecting, qualifying, selling

Provide a consultative solutions sales process to prospects Responsible for tracking customer information, forecasts and reports

## ADDITIONAL INFORMATION

* Ecommerce Company, crm, sales, backend, multilevel marketing, start up, client servicing, hotel industry, restaurant industry, shopping portal, fashion, delivery,order,foodpanda,online delivery joints
* Next Retail India (August - October) - 2008 Study the marketing strategies of retail sector and trends of retailing To observe the consumer shopping behaviour Role of effective CRM in handling customer objections and achieving customer satisfaction