**Yashveer Tomar**

**Marketing & Customer Care Professional**

**Address:** Mehrauli, New Delhi- 110030 **| Mobile:** + 91-8826869418 **| Email ID:** yashveertomar1987@gmail.com

**Key Skills:** Campaign Management | Leads Generation & Management | SMS Marketing | CRM- Application | Vendor Management | Pre-Sales Support | Customer Care

**Current CTC**: 4.32 Lac P.A. | **Expected CTC**: 5.0 Lac P.A. | **Notice Period**: 30 Days

**Education & Career Highlights**



* **Independent Coursework:** Fire Fighting & First Aid Training, Elementary Para-glider Pilot Course
* **CRM Apps**- Sales Go, Solve 360, Talisma, **Mass** **Mailing Apps**- Constant Contact, Netcore etc.
* **Awards and Recognition**:

1. RADISSON HOTELS- “Bravo! What A Carlsonian” Award for excellent work and following company Credo
2. BAJAJ CAPITAL Ltd- “Best Support team member | Certificate of appreciation” for exceptional efforts

**Profile Summary**

My colleagues always recognized me as a Multi-faceted, efficient and reliable operations professional with rich experience in various departments, related to Marketing and the Back-end operations. Continuous learning made me Proficient in marketing campaign management, lead generation activities. Diversified skill sets covering: vendor management, team management, client relations, and administrative support and back- end operations. I have gained Excellent interpersonal, telephone and digital communications skills to match my profile. In my career so far I have served in Real Estate and hospitality industry and achieved high sense of customer care oriented services, intact with diplomatic nature, flexibility, attention to detail, confidence and tact to manage even the most difficult customers.

**Work Experience: 5 years**

* Working with SMC group as Assistant Marketing-Manager: Oct’14 till present
* Worked with Bajaj capital Ltd. as Assistant Manager: Nov’12- Oct’14 (23 Months)
* Worked as Operations Manager with InvestInNest.com: May’11- Sep’12 ( 17 Months)
* Worked as Guest Service-Associate with Radisson Indore: May’10- Apr’11 (12 Months)
* Worked as CCE -Retail with Aircel Ltd.: Feb’09- Aug’09 (7 Months)

**Assignments Details**

# Organization- SMC Group

# Assistant Manager-Marketing | Karol Bagh New Delhi | Oct 2014 till present

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# Company Profile –Well-diversified financial services company in India offering services across brokerage (across the asset classes of equities (cash and derivatives), commodities and currency), investment banking, wealth management, distribution of third party financial products, research, financing, depository services, insurance broking and clearing services and real estate advisory services to corporate, institutional, high net worth individuals and other retail clients.

**Job Responsibilities-**

* Generate, nurture, and track leads for all treatment types.
* Build and maintain a healthy flow of leads and patience to achieve and exceed monthly customer development expectations.
* Gather and interpret messaging requirements from key stakeholders (i.e. Sales & Marketing Heads, and Business Development team).
* Responsible for identifying, designing, planning, delivering, and monitoring and modifying cross-channel marketing campaigns.
* Discuss and Establish budget and success criteria for all campaigns with the help of marketing and sales heads.
* Track efficacy and key performance indicators of all campaigns by measuring impact, reach, leads, return on investment, value of pipeline, and lead-to-opportunity conversion.
* Stay up-to-date on the latest marketing technologies and practices.

# Organization- Bajaj Capital Ltd.

# Assistant Manager-Marketing | Nehru Place, Delhi | Nov 2012 - Oct 2014

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# Company Profile - Bajaj Capital Ltd is one of India's premier Investment Advisory and Financial Planning Companies.

**Job Responsibilities-**

* To coordinate with Developers and Builders to empower sales team to provide the service most suitable to the client’s needs, cost and time restraints.
* To perform detailed research on various real estate related sales queries and Transfer detailed knowledge to sales team members.
* To assign clients' inquiries to sales team members that to have them responded as per standards.  
  Maintaining various reports and Knowledge Base to Assist Sales team. (Marketing support documents i.e.-Project brochures, Price Info etc.
* Implementing ATL & BTL consumer marketing programs across markets and work with the key markets on implementing of Brand plans for leads Generation.
* Agency and vendor management - retaining external agencies for manage advertising, website activities and for marketing collateral’s and seeking quality of services, development & implementation of communication plan for internal & external audience.

1. **Organization- InvestInNest.com**

**Operations Manager | Galleria Mall, Gurgaon | May 2011 - Sep 2012**

**Company Profile :** A leading Indian property seller globally; specialized in identify residential and commercial needs for Home seekers and catering to these needs from a pool of premier luxury Real estate developers throughout India.

## Job Responsibilities: -

* Performing situational research on Real-Estate marketing to generate maximum productive leads for Sales Team.
* Explore new ways of lead generation for Sales Team by studying customer trends, behavior.
* Builders & Developers coordination Pan India.
* Establishing contacts; developing schedules and assignments; coordinating mailing lists.
* Day-to-day monitoring/executing of campaign performance and conducting performance analysis high level marketing strategy statements.
* Working with designers and copywriters to produce final works in web, print, mobile etc.
* Info management related to marketing campaigns – SEM, SEO, Print, Direct Mail, Events.
* Coordinate communications projects with vendors and contractors for the development and production of educational event promotional materials, web site production and other collateral.

1. **Organization- Radisson Hotels & Resorts**

**Indore, M.P. | Guest Service Associate | May 2010** - **April 2011**

**Company Profile:** Radisson Blu Hotels & Resorts, part of the Rezidor Hotel Group, currently operates more than 200 hotels worldwide, with another 51 projects under development.

**Job Responsibilities: -**

* Undertake food and beverage related duties ensuring accuracy of transactions and the delivery of customer service is of the highest standard.
* Provide training to new staff and work-placement students in the various operations and functions of the business unit.
* Undertake other relevant tasks and duties as directed by the Food and Beverage Manager

# Organization- Aircel Ltd.

# CCE | Meerut| February 2009 - August 2009

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**Company Profile:** The Aircel Group offers affordable and outstanding mobile services to a vast subscriber base in India.

**Job Responsibilities:**

* Ensuring team members follow all company protocols while dealing with customers.
* Handling vendor problems, preparing sales plans, communicating internal information to upper management, coordinating employee activities, reconciling data, and researching ways to ameliorate service.
* Working with CRM team in ensuring the accurate communication of objectives of company when customers first call in.
* Ensuring that all client information is precise and supervising the processing of payment.

**Place**-New Delhi **Yashveer Tomar**