**PRIYANKA JHAWAR**

Bellevue, WA US | 425-346-6583 | [priyankajhawar1990@gmail.com](mailto:priyankajhawar1990@gmail.com) | [LinkedIn](http://www.linkedin.com/in/pj90)

A skilled, creative and innovative professional, with 3+ years of experience in diverse B2B – B2C sales, ecommerce marketing, business development and CRM – Priyanka provides customer focused solutions to various business problems. She is adaptive and flexible, having studied and worked in a multi-cultural environment. Together with her self-starter nature and target oriented execution, she delivers quality results. She aims to expand her knowledge and further her potential in ecommerce and global business to excel in international marketing.

**EXPERIENCE**

***Marketing Manager Feb 2017 – Jan 2018***

***Ramdevbaba Solvent Pvt. Ltd*** (Nagpur, India)

RBS was founded in 2010 in hinterlands of paddy producing districts of Maharashtra in India. It manufactures and distributes rice bran products like oil, wax, acid etc. of international standards using avant-garde technology.

Priyanka led the social media marketing with a fresh approach to plan and execute advertising plans to promote RBS products.

* Created a Facebook page using *Canva* of RBS’s main product *Tulsi Rice Bran Oil*, to escalate web traffic and boost SEO
* Planned and assisted in YouTube video promotions of their products, to increase customer viewership and acquisition
* Collaborated with a local culinary classroom to use and advertise RBS’s cooking oil to spread awareness
* Conducted online surveys and periodic events to drive customer engagement and feedback marketing
* Improved customer retention rate with FB posts to remind them of the superior quality and benefits of RBS products

***Inside Sales Manager Feb 2016 – Sept 2016***

**S*impliLearn Solution Pvt. Ltd.*** (Bengaluru, India)

SimpliLearn is one of the world’s leading certification training providers, with headquarters in *San Francisco* and *Bengaluru*.

The focus in the role was to build and maintain clientele relations in *Middle East*, *Asia-Pacific*, *Africa* and *Europe* regions. Priyanka showcased impactful sales with independent negotiations, making 50+ calls per day with people from different cultures around the globe. She contributed approximate $75,000 of revenue in her tenure.

* Analyzed customer requirements, planned and executed service delivery for B2C clients globally.
* Coordinated pre-and post-sales activities, budgeting and reporting of revenue, to attain 100% of my monthly sales targets
* Increased life time value (LTV) of customers by cross selling, upselling and reference sales
* Improvised service offering through continuous quality assessment and cost optimization
* Acquired about 150 new customers through conversion of leads received from various marketing channels

***Assistant Marketing Manager April 2015 – Nov 2015***

**I*nfoedge India Ltd. (Naukri.com)*** (Bengaluru, India)

Infoedge is Asia’s premier online classifieds company in recruitment, matrimony, real estate, education and related services. Naukri.com – comparable with US ‘s Monster.com – is number one job search portal in Asia

Priyanka’s main KPI in this role was nurturing relations with premium clients, continuing to provide tailored marketing solutions and increasing the business revenue.

* Managed 120 accounts – existing, renewals and potentials – and generated approximately INR 4.3 million revenue
* Diligently pursued clients with compelling offers to not only meet but exceed the monthly sales target by 30-40%
* Promoted client campaigns by analyzing branding requirements and providing custom web merchandising and onsite/offsite marketing solutions in the form of creative banners, Facebook pages and single page websites
* Developed inbound and outbound marketing strategies together with push notifications for customer retention
* Showcased customer loyalty by ensuring prompt resolution of issues with continuous post-sales support
* Tracked the sales progress by creating reports on monthly/quarterly projections and account performance
* Formulated growth strategies using in-depth knowledge and market intelligence to track competition and analyze trends

***Marketing Executive – Corporate Sales April 2014 – March 2015***

**I*nfoedge India Ltd. (Naukri.com)*** (Bengaluru, India)

A travel intensive role to meet 15-20 new companies daily and pitch them hiring and branding solutions. The objective was to execute end to end sales to onboard new clients and develop new businesses.

* Generated leads through offline/online campaigns, cold calling, referencing, professional networking, commercials, prospecting and area mapping – and negotiated to onboarded 300+ new accounts.
* Proposed and assisted in implementation of customized solutions for talent acquisition to large scale corporate clients including Audi, Shangri-La Hotels, Zoom Car, BNP Paribas and MathWorks
* Accomplished more than 150% of yearly sales targets with persuasive proposals and detail-oriented execution of deals

***Marketing Intern March 2013 – May 2013***

***Reliance Industries*** (Mumbai, India)

Reliance Industries Limited is an Indian conglomerate holding company owning businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, and telecommunications.

The two important projects as an intern in this billion-dollar industry was to 1) enhance marketing through advertisements and 2) research on customer buying behavior, at *Reliance Fresh* (retail for food and groceries).

* Designed and conducted survey to collect data on purchase patterns/buying behavior among shoppers at Reliance Mart
* Analyzed the data and documented the effect of communication through advertising on consumer purchase decision
* Prepared layouts for newspaper advertisements in consistent with the brand messaging principles of Reliance
* Strategized content placement and optimization for advertising based on the region and the language of promotion
* Executed in-store promotions to encourage sales and spot-on interviews to personally engage and connect to customers

**Academic Projects**

***Trader Joe’s – Go Global*** *(International Marketing)* ***June 2018 – Aug 2018***

A complete marketing plan to establish a global presence of a real time US based company – Trader Joe’s

* Identified the target country, customer personas, competitors and drafted brand positioning for the company to go global
* Defined a concrete global expansion strategy using ‘marketing mix’ together with definitive milestones and long-term risk

***Spring Consulting [Marketing Consult for IT industry]*** *(Project Management)* ***Sept 2018 – Dec 2018***

Application of project management principles in counseling IT companies on their marketing strategy in real world

* Created a website for our hypothetical consulting company explaining our mission, services and company leadership
* Drafted a PMP document consisting of scope, WBS, schedules, cost and risk management with market recommendations

**Achievements**

* Awarded 1st prize in Sales Performance Contest for Bengaluru branch of *Infoedge India Ltd*
* Promoted to *Assistant Manager* in *Infoedge India Ltd*. in just one year of experience with corporate sales
* Led my team’s business plan to success and was awarded “Best Team” in inter-school Management competition
* Ranked 3rd in Summer Internship Project (SIP) for IBSAF awards in 2013

**Skills**

* **Software**
* MS Office – primarily Word, Excel, PowerPoint, Outlook, Project
* Adobe Creative Cloud, Salesforce, Enterprise Resource Planning (ERP- Microsoft Dynamics), SQL
* **Professional**
* Focused, goal oriented with charismatic leadership skills
* Effective communication with public speaking aptitude
* **Other**
* Digital Marketing: SEMrush, Moz SEO, Canva, Social Media Marketing, Google AdWords & Analytics, content writing
* Passive blogging with WordPress

**Education**

* ***Certification in Global Business Program March 2018 – Dec 2018***

*University of* Washington (Seattle, US)

* ***Master’s in Business Administration (MBA)*** *– major in* ***Marketing* *June 2012 – April 2014***

*ICFAI Business School – IBS* (Bengaluru, India)

* ***Bachelor’s in Commerce June 2009 – May 2012***

*Nagpur University* (India)