**SHWETA MADAN**

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| **Profile & Value**  *Sales and Marketing Manager specialising in Business Development* |

Accomplished and agile Sales and Marketing Manager with proven experience in identifying, analysing and exploiting market opportunities and delivering outstanding results. Creative and multi-disciplinary executive with an inclination towards sales and marketing using multi and cross-disciplinary approaches to deliver innovative solutions and ideas. Proven leader with outstanding relationship building skills, strong communication abilities that has helped demonstrate success in driving revenues for businesses.

**Areas of Expertise**

* Sales & Marketing
* Strategic Planning
* Corporate Reporting
* Change Management
* Training and Recruitment
* Customer Relationship Management
* Business Development
* Strategic Goal Setting
* Performance Review
* Key Account Management
* Vendor Negotiation
* Social Media Marketing
* Promotional Strategies

Strong interpersonal skills, work in collaboration with management, co-workers and clients to build positive and cohesive business relationships. A critical thinker and respected liaison for handling client escalation issues and adept in creative solutions. Effective mediator, ready to embrace new challenges and contribute to the organisations overall success.

Seeking a challenging opportunity with an inclination to grow and strongly evolve into Integrated Sales and Marketing, Communications & Branding.

**Professional Strengths**

Relationship Building

Decision Support

Market Analysis

Strong communication skills

Team Leader

Team Player

Closing Skills

Networking Skills

Negotiation Skills

Strategic Communicator

Handle pressure

Integrity

Accountability

Result-oriented

***Occupational Contour***

**Senior Sales Manager Duration:** **Jul 2014 – Present**

**Key Deliverables:**

* Managing the day-to-day business operations, supervising the team and overseeing cross-functional staff, while optimizing operations by elevating service performance
* Involved in detailed study of the market and market volatility revolving around anticipating trends, forecasting demand, capitalising on market shifts, formulating strategies for driving market penetration and submitting the report to the management for acting on it
* Formulating marketing, business-development strategies and implementing effective promotional strategies to drive revenue growth
* Responsible for defining the creative direction of the project from the initial concept through design and implementation
* Handling logistics and co-ordinating as the on-site contact for Antara Senior Living residential project at dozens of conventions, trade shows and events
* Launching and updating on-going social media campaigns via Twitter, Facebook, Instagram, Pinterest, and company blog
* Engaged in networking and mining of key corporate accounts including Pepsi and General Electric right from selling the prospect to closing the deal and signing of agreement

**Achievements:**

* Demonstrated an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts.
* Fostered a robust, sustainable network of buyers, leveraging strong listening, presentation and closing skills to optimize sales results despite competition from other builders
* Recognized for superior performance as a two-time “Employee of the Month” honouree
* Built and cultivated excellent relationships with new prospects and existing customers.
* Championed internal cultural change to increase efficiencies and productivity

**Assistant General Manager- Marketing Duration: Sep 2013 – Jul 2014**

**BAVARIAN MOTOR WORKS (BMW)**

**Key Deliverables:**

* Advanced to BMW in the role of an Assistant General Manager to serve as a key member of the marketing team managing corporate marketing and communication functions for BMW including direct brand management, handled PR, media relations, product launches, advertising and tradeshow marketing
* Performed on-going customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve
* Leveraged strengths in cost-effective marketing management and vendor negotiations without compromising business growth goals
* Scheduled surprise visits to authorised dealer showrooms to check adherence to retail standards to be maintained in line with BMW guidelines

**Achievements:**

* Closed new accounts as a member of business-development team and helped expand client base by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction
* Earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services
* Assumed a lead role in pitch team meetings due to strengths in presentation and negotiation skills, and helped close major accounts
* Equipped marketing team with a media kit GO TO MARKET that demonstrated key marketing analytics and demographics for use in sales presentations. Efforts were credited as instrumental in closing numerous high-level deals
* Leveraged strengths in cost-effective marketing management and vendor negotiations below the budget without compromising business growth goals and keeping in line with BMW guidelines at all times
* Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns with help from the CRM team which propelled sales and increased customer retention by 3%

**Sales and Marketing Head Duration: Sep 2011– Sep 2013**

**BMW MINI (MARQUE)**

**Responsibilities:**

* Set objectives and annual budgets for marketing activities/media planning in conjunction with company’s growth plan and chalked out strategies to execute the plan with definite results
* Involved in planning the sales strategy and the launch of BMW Mini (Marque) right from its inception to its successful introduction in Tier-I cities in India
* The responsibility entailed managing Brand Marketing, Above the Line (ATL- planning and execution of Press, Magazine, Electronic, Online releases), Below the Line (BTL - Brand Activations to reach the right TG nationally) initiatives
* Successfully negotiated and entered into a one year collaboration and contract with Vogue, Illuminarty, Hype Delhi, Goa and Mumbai, DC Designs, Buddh International Circuit in preparation for the various phases of Marketing and Brand promotion for Mini
* Developed and implemented consumer research designed to improve results of the brand promotions
* Provided consultative sales for Mini to authorised dealers and prospected for customers through cold calls, referrals and networking
* Qualified leads, negotiated with corporate customers, closed deals and managed accounts

**Achievements:**

* Played a key role as part of the planning team engaged in the branding, planning and implementing marketing activities to unveil the MINI at Auto Expo 2011
* Orchestrated successful promotional campaigns, including a special offer that successfully penetrated market territory

***Preceding Experience***

**Regional Sales Manager Sep 2009 – Sep 2011**

**PHILIPS**

**Architect- Specification Consultant Jul 2007 – Aug 2009**

**HILTI India**

**Architect Jan 2006 – Jul 2007**

**TLA, London**

**Architect & Interior Designer Aug 2004 – Dec 2006**

**INDESIGN PVT LTD**

**Architect & Interior Designer Jan 2001 – Aug 2004**

**AMBIENCE DESIGNS PVT LTD**

***Academic Qualifications & Certifications***

**Master of Business Administration 2003**

Symbiosis International University, Pune

**Bachelors in Architecture 2001**

Guru Gobind Singh Indraprastha University, Delhi

***IT Proficiency***

**AutoCAD**

**MS Office/Excel**

**Adobe Illustrator**

**Adobe Photoshop**

***Reference to be furnished on request***

**Job Seeker First Name / CV No: 1800576**

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