

|  |  |
| --- | --- |
| **TANVEER**  [**Tanveer.337429@2freemail.com**](mailto:Tanveer.337429@2freemail.com) |  |
|  |

**Profile**

6+ years of experience in Business Development, marketing strategy & relationship management.

Record of exceeding both quality and completeness of solution considering technology and business strategy. Successfully managing good relationships with customers and alliance partners.

**Work Experience**

**Sulekha.com New Media Pvt Limited,**

Sr. Business Development Executive (June 2014 – September 2016)

* Process and develop requests, monthly reports and process invoices.
* Develop and maintain relations with local vendors as applicable.
* Develop and review presentations along with one sheet to ensure entire communications fit standards of internal marketing.
* Contribute to marketing and sales proposal requirements.
* Prepare press plan with VP as well as execute plan through press releases plus follow up.
* Maintain continuing relationships with all reporters.
* Ensure global as well as local marketing plans are executed effectively on time.
* Develop contacts network throughout trade, partners and mainstream media, photographers and printers.

**Quikr India Private Limited,**

Relationship Officer (April 2013 – May 2014)

* Instilling a marketing led ethos throughout the business.
* Researching and reporting on external opportunities.
* Understanding current and potential customers.
* Managing the customer journey (customer relationship management).
* Developing the marketing strategy and plan.
* Management of the marketing mix.
* Managing agencies.
* Measuring success.
* Managing budgets.
* Ensuring timely delivery.
* Writing copy.
* Approving images.
* Developing guidelines,Making customer focused decisions.

**A.K Soft,**

Marketing Lead (April 2011 - September 2012)

* Arranging the effective distribution of marketing materials.
* Maintaining and updating customer databases.
* Organizing and attending events such as conferences, seminars, receptions and exhibitions.
* Sourcing and securing sponsorship.
* Conducting market research, for example using customer questionnaires and focus groups.
* Contributing to, and developing, marketing plans and strategies.
* Managing budgets.
* Evaluating marketing campaigns.
* Monitoring competitor activity.
* Supporting the marketing manager and other colleagues.

**Education Credentials**

Bachelor of Computer Application (2014)

Vinayaka Mission University, Tamil Nadu – India.

Diploma in Electronics & Communication Engineering (2008)

KSIT, Bangalore - India.

**Certifications**

Hardware & Networking, MCSE.

Declaration:

I do hereby confirm that all the information furnished above is true to the best of my knowledge and belief.