**Sangitaa**

[**Sangitaa.367844@2freemail.com**](mailto:Sangitaa.367844@2freemail.com)

**Seeking assignments in Sales/ Marketing/Business Development/ Office Management /PR/**

**CAREER ABSTRACT**

* Competent professional with over 12 years of success in sales, marketing, operations, business development, Retention& team management.
* Proficient in handling a wide spectrum of sales & support activities from developing business plans and executing them in real time sales environments.
* experience of implementing procedures for business excellence.
* ttrack record of increasing sales and heading proposal preparation process.
* Deft at analyzing and utilizing internal organizational resources for creation of client specific value offerings.
* In-depth knowledge of working and dynamics of products with demonstrated abilities in optimising product performance and efficiencies.
* Played a pivotal role in establishing strong inter personal channels to create a synergy between various teams.
* Proficient in augmenting sales and profitability. An effective communicator and team leader with proven team building and management abilities.

**ORGANISATIONAL DETAILS**

**Durian Industires Limited**

**Brand Manager**

**July -2015 – working**

**Durian is an Indian Furniture Brand**

* Monitoring market trends
* Overseeing a team
* Organising events, photo shoots and launch parties
* Meeting with client and various departments
* Carrying our consumer research

**KEUCO GmbH & Co.KG India**

**Sales Manager – Western India**

**June – 2011 to Oct-2014**

**Keuco is lifestyle premium Bathroom Brand**

* Handling regional/marketing activities with support of High Ends Clients/ Hospitality/Developers and IDs
* Sales Team Management
* Key Account Management
* Database Management’
* Product Knowledge
* Quantative Aspects
* Line Management

**ORIA Fenestration Solutions, Mumbai**

**Regional Head – West India (18 Nov 2009 – mar- 2011)**

**ORIA ,** state of the art collection of architectural and internal windows and doors solutions, 100% designed and manufactured by leading brands from Italy & Switzerland. providing customized solutions for external and internal openings, for the service of super luxury residential houses.

**Handled regional Sales and marketing activities resulting in High End Residential project.**

**Meta Tiles Pvt.Ltd. (Villeroy & Boch) Mumbai (June 2007 – May 2009)**

**Worked as GeneralManager –Marketing**

Handling PanIndia marketing plan with targeted selling and communications for

CorporateClients/Developers/ Architects and Interior Designers./channel Partners.

Establishing a comprehensive foundation of customer knowledge through research and data analysis, and setting key conversion/retention/repeat usage targets.

Developing the customer contact strategy and execution plan through events meetings

Design, execute, and track effective campaigns to generate repeat usage

Rigorously test, analyze, and improve the effectiveness of retention marketing programs

Make recommendations to management for service enhancements to spur usage results

**.Durian Industries Ltd., Mumbai**(October 2004 –June 2007)

**Worked as PR Manager**

* Drive proactive, profile-based fulfillment - conduct customized searches and pro-actively send relevant research and information based on unique customer profile and understanding of each client's organization business, goals and challenges as well as the client's individual goals
* Initiate and facilitate member networking and member communities
* Partner with Membership Services to maximize RM client relationship time - provide clear direction and feedback to Program Researchers
* Support planning and execution of member events (local and regional )

**ACADEMIA**

Degree in Bachelor of Arts – 1998- 72%

Degree in Masters – 2000 – 83%

Computer skill ERP BaaN, Unix Exposure

**PERSONAL DETAILS**

Date of Birth – 9thAugust 1973