**Monalisa**

▪EMail: [monalisa.369056@2freemail.com](mailto:monalisa.369056@2freemail.com)

**Marketing Operations professional with** more than 6 years of experience in Corporate Marketing function across Telecom/Manufacturing Industry, Business Consulting & Cash Management Industry.

Successfully devising/executing strategies and leading teams in achieving targets. Accomplished projects and created valuable business partnerships and growth avenues for the Organization

Recently completed certification in Advance diploma in Digital Marketing. 049838 556537

**Core Competencies** :

* Business Development · Enterprise Sales • Customer Relations Management
* Marketing Management **•** Exhibition Management • BTL & Event Management
* Vendor Management **•** Marketing Communication • Business Operations & Logistics

**PROFESSIONAL EXPERIENCE**

### Writer Safeguard Pvt Ltd May’16 – Jan’17

*WRITER SAFEGUARD Pvt Ltd is a Integrated cash management company offering holistic ATM and Retail Cash Management Solutions, having experience of more than 15 years in the business space in India with a portfolio* *of over 18000 ATMs and 12000+ retail points. Reach spread across over 800 locations in India.*

**DESIGNATION: Relationship Manager – Key Accounts**

**RESPONSIBILITY:**

Client Relationship: Managing Service Operations for rendering and achieving quality services; forwarding customer complaints to concern & ensuring customer satisfaction by achieving delivery & service quality norms with minimum TAT   
  
Business Development: Generating business, managing commercial relationship with existing client and achieving profitability and increased sales growth

**Client Handled:** -Axis Bank, Pan India Retail Cash Operations.

### Swain’s Consulting, Mumbai Dec’12 – Dec’14

*Mumbai based Management Consulting firm, which provides Consulting in Operations management, Brand Management & Corporate Training.*

**DESIGNATION: Sr. Consultant**

**RESPONSIBILITY:** Business Development, Project Design & Implementation, Brand Management

- Developing brands and markets, strategies for our clients, like new product launch, product development & pricing, sales & distribution planning, positioning, promotion etc.

**Major Clients Handled:**

-Thrive Solar Energy Pvt Ltd (Solar LED Lights manufacturer in India and exporters to many countries): Leading the team for making the Sales & Distribution Strategy for the existing products, handled entire operations and AOP for a new product, Brand positioning strategies for PAN India.

-INTABAC/Cigar Conexion (Tobacco Industry), India’s authorized distributors for Non Cuban Handmade Cigars): Had prepared the complete sales strategy for their entire handmade Cigar range, Event planning & execution Pan India for the Handmade Cigar range-HoReCa Channel, Trade Marketing.

**Key Achievements:**

* Successfully designed the Sales & Distribution Strategy for a Solar Lighting Products Manufacturer (Photovoltaic Industry)
* Have been an active member in designing of a new product category (Solar Mobile Charger) with a business potential of 200cr in Y1
* Organized Marketing Campaigns in Solar Products
* Involved in test marketing and channel set up for Solar Mobile Chargers, Pan India
* Successfully planned and executed the events/promotions pan India for Cigar Conexion (all product lines)

### Nevales Networks pvt ltd, Mumbai July’12 – Dec’12

*Mumbai Based startup company with a 5 mio USD turnover having business of Managed Network Security Systems.The Nevales platform is a combination of an “On premise Security Gateway Device” and “Cloud Services”. Nevales gateway device integrates several crucial security features such as Firewall, VPN, Intrusion Detection Service, Anti-Virus, Anti-Spam, Surf Protection, Spyware Guarding, Access Management, Bandwidth Management, Traffic Monitoring and Efficient Reporting in a single management platform*

**DESIGNATION: Marketing Manager**

**RESPONSIBILITY:** Handling all ATL & BTL marketing, Brand positioning for West Region.

### Weidmüller Electronics India Pvt Ltd,Pune July’11 – May’12

*Headquartered in Germany,they have inhouse manufacturing facilities for electrical panels. They have a networking of sales offices in more than 80 countries.marketing Electronics and Electrical connectivity solutions across various industries.*

**Designation : Marketing Manager (India)**

**RESPONSIBILITIES:**

* Executing brand communication policies and measuring Top of the mind awareness and intention to purchase of the brand by conducting surveys through internal or external resources.
* Brand communication through effective ATL and BTL activities.
* Executing marketing strategies and campaigns.
* Acting as liaison between suppliers, internal product managers for smooth implementation of projects.
* Work with the in-house or external designer to produce materials of visual impact and within brand guidelines.
* Handling marketing materials both online and offline.
* Organizing and attending events and exhibitions.
* Contributing to and developing long-term marketing plans and strategies.
* Securing sponsorship for executing marketing projects.

**ACCOMPLISHMENTS:**

* Successfully executed International Railway Equipment Exhibition 2011, in New Delhi in September 2011, which generated favorable leads from the transport industry.
* Completed the market research for Weidmüller India in Singapore in August 2011.
* Nominated for market communication training in Germany in October 2011.
* Successfully executed the InterSolar India 2011 exhibition for the photovoltaic industry in December 2011.
* Organized effective participation in Elecrama, one of the largest Industrial Exhibitions in Jan 2012, in Mumbai.
* Several press releases with industrial magazines like Industrial Automation and Global Energia in India.

### Reliance Communications Ltd Sep’10-June’11

**Designation : Key Accounts Manager (Corporate Sales)**

**RESPONSIBILITIES:**

* Increase Subscriber & Revenue market share in the assigned Key Accounts.
* Enhance Incremental Revenue by positioning high revenue generating products
* Active customer base expansion: New account identification
* C-SAT: Ensure implementation of focused Customer Care initiatives to enhance better Customer Relationship.
* Providing Telecommunication solutions to corporate clients

### SapneosoftTech Pvt Ltd. July’08-July’10

**Designation : Business Development Executive**

**RESPONSIBILITIES:**

* Understand the requirements of the customer and map it to the availability of the organization or skills within the organization
* Building company profile and brand image in the market through sustained campaigns
* Involvement in Job fairs for resource database. Allocating candidates as per project requirement.
* Conducting customer engagement programs & Continuously monitoring customer satisfaction.
* Providing strategic inputs through proposals based on what the client demands
* Responsible for revenue targets & budgeted profits.

**EDUCATION**

* **Post Graduate Diploma in Management (HR)–** Regional College of Management, Bhubaneswar (2006-2008)
* **BE Civil-** BIET, Odisha –Biju Pattnaik University of Technology (2002-2006)
* **Advance Diploma in Digital Marketing –** DMTI Softpro, Mumbai (2017)

**INTERNSHIP**

* Organization : State Bank Learning Centre, Bhubaneswar.
* Project Title : Training & Development in SBI.

**ACADEMIC ACHIEVEMENTS/AWARDS**

* Received State level award for Talent search in dancing in 2006.
* Secured First Division in National Talent Search Competition in high school.

**PROFESSIONAL STRENGTH**

* Optimistic approach towards life
* Good communication skills and a team player
* Good listener, learner and a leader

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**PERSONAL DETAILS**

* Date of Birth: 20/06/1985
* Languages Known: English, Hindi
* Nationality: Indian

Date:

Place: Mumbai (Monalisa)