

AREAS OF EXPERTISE

*Web Designing + HTML*

*Sales/Marketing*

*Business development Relationship Management Product management E-mail marketing Customer retention*

*Strategic Planning*

*Telessales*

SUMAIYA

Email: [sumaiya.369353@2freemail.com](mailto:sumaiya.369353@2freemail.com)

Business Development & Marketing Executive

PERSONAL SUMMARY

A highly efficient, results driven, poised and articulate professional with exceptional skills in supporting global leadership teams in the development and implementation marketing strategies to capture new markets and increase profitability. Trained in conducting research and analyzing and interpreting data to aid in decision making efforts. Adept at communicating across diverse international audiences and collaborating cross-functionally to achieve corporate objectives. Creative and innovative thinker with strengths in aiding in the delivery of marketing communications and development of content for sales/marketing collateral.

WORK EXPERIENCE

**Association of Technical Market Analysts**

Marketing Officer June 2016 - March 2017

ATMA (Association of Technical Market Analysts) was formed to spread awareness about the use and application of Technical Analysis among the public and investment community in India.

ATMA is involved in facilitating the free and fair exchange of ideas, thoughts, intellect and wisdom in the field. ATMA is a not-for-profit organization for Financial Technical Analysts, registered under the Societies Registration Act, 1860 as well as the Bombay Public Trusts Act, 1950.

**Projects & Clients handled:**

* Event head for organizing seminars PAN India
* Responsible for publishing the event on website and marketing activities
* Maintain database of memberships from all over India
* Heading the sales team in pitching to acquire new members
* Leading the Content Production Team Designing Newsletters for various purpose to be sent in online campaigns
* Handling Mass-Mailing for publishing newsletters
* Assembled marketing teams for each project.
* In charge of E-commerce, online campaign marketing
* Website Content Management
* Worked on softwares like Joomla, Hootsuite, Formilla, Vcita etc for website management and marketing purpose.

PERSONAL SKILLS

*Initiative*

*Building relationships Creative thinking Willingness to learn*

CERTIFICATIONS

*SEO (Online Course)*

*AdWords (Online Course)*

*Chief Certification*-*Partner*

*Program*

*Milestone (Da-Lite)*

*Clearone Product Specialist*

**Green Sources Pvt Ltd**

Asst. Product Manager December 2015 – June 2016

Green sources is a Mumbai based first generation Audio Visual Distribution Company. Green sources distributes Audio Visual, Conferencing and Office Automation products in India through a wide network spread across India.

Provide marketing support for several projects-international as well as in house; as well as part of the inside Sales team for a US based firm

**Projects & client handled:**

Inside Sales Representative (ISR) for LifeSize, USA

* Conducting demos on LifeSize cloud (Audio-Video Conferencing) for domestic as well as international partners/customers.
* Calling prospect customers and Value Added Resellers and partners
* Managing and assigning leads in my territory.
* Growing sales opportunities and moving them through the pipeline.
* Providing product specific information to Value Added Resellers and end-users.
* Also responsible for on-boarding new resellers, and training partners on products and the Life Size portal.

Inside Sales Representative (ISR) for Chief/Da-Lite, USA & Hong kong

* Designing the product line according to the need of customers
* Responsible for coordinating with the existing dealers of the company.
* Taking orders of the Chief/Da-Lite product from the Partners.
* Follow up on the quotation sent
* Updating Partners about the change in product price and new product launch.
* Solving the problem and queries of existing partners.
* Giving all the details of the company to the upcoming dealers and explaining them policies for the dealership.
* Making daily call reports updating funnel and CRM and sending them to the seniors.

E-mail marketing:

* Assisting in eCommerce, interactive marketing and online advertising
* Participating in different training program along with existing and new partners as a part of promotional activity.
* Implemented and improved internal communications system between accounts
* Led a successful launch event for one of the company's new products Tracked daily expenses and transactions
* Maintain an accurate database of all dealers and distributors to streamline communications Support Regional Sales Managers with ad-hoc projects, including purchasing marketing merchandise for distribution to prospective clients/leads
* Assisted in website growth & traffic
* Integrate online and offline media strategy and service for the clients.

PERSONAL DETAILS

***NATIONALITY:***

*INDIAN*

***DOB:***

*9th October1993*

***Marital Status:***

*Unmarried*

***Email ID:*** [*sumaiya.369353@2freemail.com*](mailto:sumaiya.369353@2freemail.com)

ACADEMIC QUALIFICATIONS

Bachelor of Engineering (Electronics)

|  |  |
| --- | --- |
| ***Mumbai University*** | ***2015*** |

ACADEMIC PROJECTS UNDERTAKEN

**Final Year Project:**

Device Control Using Augmented Reality

Year: 2015

**3rd Year Project:**

Electronic Code Lock with User Defined Password. Year: 2014

**2nd Year Project:**

Project on loudspeakers and amplifier Year: 2013

KEY SKILLS AND COMPETENCIES

* Hands on experience with languages such as HTML and Visual basic.
* Knowledge about software such as MS Office, AutoCAD and Photoshop.
* Experience of CRM such as ZOHO.
* Experience of working on softwares like Joomal, Hootsuite, Formilla, Vcita etc
* Preparing Quotations.
* Preparing PO,POES and Invoice.
* Good convincing, analytical, problem solving and interpersonal skills.

EXTRA CURRICULAR ACTIVITIES

* Was a member of IEEE Committee and SACE Committee
* Was responsible for organizing event and other activities
* Participated in the TEXAS Robotic Competition
* Winner of debate and elocution competition at School level

DECLARATION : I hereby declare that the above written particular are true to the best of my knowledge.

Signature

