RASHI

Rashi.381614@2freemail.com

Business Development Professional

**SUMMARY**

Manage leads from all sources and understand business metrics

Manage cross-sell/ up sell campaigns by creating a process-driven framework

Lead, mentor & monitor performance of tele-callers, team lead and Sales manager and ensure target achievement

Implement adequate measures to maximize productivity and revenue generation.

My understanding of taking on key leadership skills has led me to be a proactive, solutions-minded individual with superior judgment and decision-making abilities

My strong work ethic and positive energy level gives me the confidence that the synthesis of my education and work experience will enable me to make immediate and valuable contributions to company

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| **WORK HISTORY** |  |
| MAY 2017 - **Senior Sales Executive** |  |
| December | Nandsa General Trading, Dubai |  |
| 2017 | ▪ Develop customized sales technique to successful sell and upselling. |  |
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* Generate new business through successful networking and cold calling.
* Preparing and organizing weekly and monthly calendars for assigned territories
* Planned and Organized routes within territory to maximize efficiency and time in the field

Oct 2015 - January 2017

NOV 2014 - Aug 2015

**Team Lead - Customer Engagement**

Bob Eprocure - Bangalore

* Identify and create need to generate new and repetitive business.
* Responsible to generate new business leads, increase business volume and further to close potential business association.
* Strategies plan to share scope to increase business revenue by methods to develop more resources and discuss with with key management.

**Asst. Manager Sales & Marketing**

Novitas India Pvt. Ltd, Mumbai

* Responsible for providing supportive and effective management to staff within all areas of responsibility.
* Coordinating the operations of different departments & teams to ensure that they all pull in the same direction.
* Attending and contributing to regular senior management meeting by making practical suggestions.
* Responsible to explore new business opportunity by identify need or create need by showcase benefits
* Developing & maintaining relationships with key business partners.
* Build up new marketing plans to increase profitability
* Business Development Planning
* Client servicing
* Succession Planning and Development

**EDUCATION**

*Post Graduate Diploma in Business Administration (PGD*BA) 2007

AUG 2011 **Marketing Head**

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| --- | --- | --- |
| –OCT 2014 | Shubh Food Products, Mumbai |  |
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* New Business Development and Account Management through existing sales team.
* Responsible to generate product awareness in Retail and General Trade
* Explore opportunity in Export and Indian spice market.
* Understanding current and potential customers and business pattern
* Managing the customer journey (customer relationship management).
* Make strategy for marketing and implement and track it effectively.
* Maximize business opportunity by implement sales and marketing activities.
* Develop sales channels implementing schemes, brand promotions and product campaigns.
* To take care of channel sales, Modern Trade, Institutional and project sales.
* Monitoring competitor & Marketing activity.

**CERTIFICATIONS**



* Appreciation Certificate for Best Retention Coordinator in U.P East: Jul’05 – May’06

MAY 2007-JUN 2011

**Territory Manager**

Amoha Education Pvt Ltd, Mumbai

* Liaison with creative/media agencies for media plan, creative, POS, POP designing.
* ATL (Above the line activity) /BTL(Below the line activity) activities
* Online marketing/Social marketing/Interactive marketing.
* Formulate, develop plan and budgets for various marketing projects.
* Imparting trainings to all new joiners pertaining to Franchise Management software
* enquire handling to enhance the conversion, database management, centre
* administration and other important centre related activities.
* Maintain the monthly audit report for the centers.
* Managing a team of 30 CRE (Customer Relation Executives) & 10 Centre Mangers along with Franchise Teams.
* Drive business growth through identification & penetration of new market segments for attainment of periodical targets with a view to optimize revenue.

Reading and Sports

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|  | **Retention Coordinator** |  |
| JUN 2004 – |  |
|  |  |
| MAR 2007 | Airtel, India |  |

* Market research
* In depth knowledge on billing software.
* Train the retention executives of different verticals in UP East circle
* Corporate brand development using strategic measures and plans to increase the awareness.
* Marketing expansion/ new market development and new area of business growth.
* Various events, promotions & BTL (Below the line activity) activities
* Co – Ordinate with brand shop and dealer and help them for new connection and retention
* Maintain lowest churn level in U.P. East Circle.

**Date of Birth:**

November 09, 1981

**Marital Status:**

Single

**References:**

Available on request