

Henaa Duttaa

Enterprise Growth | Digital Development | Campaign Management

Motivated business development and market analyst offering five years of diversified experience across digital marketing, sales, finance and market research roles. Proven experience of consistently meeting target versus achievement (TVA) while, delivering projects timely. Presently, seeking opportunities across marketing communication, B2B key account management, market development and client solutions. Culturally adaptive, having worked across varied environments and an enthusiastic team player.



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SKILLS

Google Sheets

Microsoft Office

Market Research and Data Accumulation via Crunchbase and Propstack

Quantitative Data Analysis Using Salesforce Sales Cloud

Specific Programming in LinkedIn Sales Navigator

CERTIFICATIONS

KPMG, Certification in Finance Terminology 2017

WORK EXPERIENCE

Zonal Manager - Client Engagement Merkle Sokrati - dentsu Aegis Network

08/2022 - Present

Mumbai

Achievements/Tasks

- **Zonal Governance** : Led customer portfolio including 60+ channel partners across Western India consisting of three regions within Maharashtra and Gujarat.
- **Campaign Management**: Handled the 360 of campaign management starting from pitching market strategy, new initiatives to identifying bottlenecks within campaign approach. Recognising use cases, betas, new product adoption backed up with hypothesis, expected outcomes and showcasing success stories.
- **Customer Interaction**: Creating deck flow for respective channel partners while, working on start line for top accounts. Setting agenda and realistic expectations while driving presentation and discussion through Management Business Reviews every quarter.
- **Team Leadership**: Responsible for leading the entire team across West inclusive of interviewing, hiring, training and retention of respective Regional Leads. Ensuring promotion of one lead annually.
- **Media Coverage**: Accountable for increasing Media Footprint for existing accounts by participating in solutioning and pitching for one client per quarter.
- **Key Achievements**:
 - Drove Collection of 100% of 3.5 Crore for West per quarter.
 - Drove Content Process worth 2 lacs per quarter

Senior Associate - Regional Business Development WeWork India Management Private Limited

05/2021 - 05/2022

Mumbai

Responsibilities

- **Enterprise Sales** : Single handedly led business development across Western India including thirteen locations in Mumbai and Pune. Upselling and cross-selling both virtual and non-virtual workforce solutions. Developed and implemented best practices to maximize pipeline creation, conversion rates, forecasting accuracy, and cross-functional collaboration with Sales and Marketing.
- **Digital Marketing**: Consolidated new target markets, account list, outbound strategy, and marketing material to increase enterprise pipeline. Facilitated mass marketing campaigns such as Drip across 5000+ enterprise accounts. Analyzed campaign performance data to offer clients data-driven business insights.
- **Client Acquisition and Retention**: Mapped customer journeys from start to finish, pre-qualifying of business opportunities including budget, authority, need and timeline, tracking mechanisms to constantly improve campaign performance. Targeting companies' business needs, developing proposals and accurately articulating WeWork's value proposition at the executive level.
- **Key Achievements**:
 - Acquired ten enterprise accounts in six months who contribute to 5% incremental revenue.
 - Searched and converted nine enterprise accounts to a selling stage within three months.
 - Acquired ten enterprise accounts in six months who contribute to 5% incremental revenue.

WORK EXPERIENCE

Senior Associate - Client Solutions

Gerson Lehrman Group (GLG) India Pvt Ltd

03/2019 - 05/2021

Mumbai

Responsibilities

- **Client Deliverables:** Project execution with research teams across APAC and European markets for GLG's domestic and international clients. Deliverables to a clientele of Fortune 500 companies constructed of four domains – Private Equity, Management Consulting, Corporate and Life Sciences.
- **Network Development:** Sourcing niche industries' specific experts globally based on project criteria and clients' requirements. Successfully on-boarding them onto GLG's Council Member panel and presenting their portfolio, to facilitate primary research in sharing industry-level expertise and insights while, undertaking benchmarking studies.
- **Stakeholder Management:** Working closely with Client Partners as well as C- suite executives to achieve research outcomes of the project scope in question. Identifying objectives during various stages of the investment process from deal sourcing, due-diligence to operational risk management in projects.
- **Internal Training:** Responsible for training new hires across lead generation, sourcing and communicating project goals to help them achieve certification for undertaking clients' research requests.
- **Key Achievements:**
 - On-boarded over 500+ industry experts on to GLG's Council Member Panel globally
 - Promoted from Associate to Senior Associate in January 2021
 - Accomplished TVA of 110% for the year 2020 - 2021

Assistant Relationship Manager - Business Development

American Express Services India Ltd

04/2018 - 03/2019

Mumbai

Responsibilities

- **Lead Generation and Target Acquisition:** Timely execution of all sales activities: campaigns, referrals and self-generated leads. Customer acquisition through consultative selling via defined channels (retail, corporate and venue-sales). Identifying appropriate product proposition subjected to needs specific to potential prospects.
- **Key Achievements:** Successfully led C2C campaign targeted to corporate clients during Q3, on boarding 18 new clients for the month of August.

Marketing Intern

SAP India Pvt Ltd

06/2015 - 09/2015

Mumbai

Responsibilities

- **Marketing Campaigns:** Responsible for designing and running campaigns for the promotion of SAP JAM to employ better communication across 50+ partners.
- **Promotion and Utilisation of Marketing Development Fund (MDF):** Working with the marketing team and SAP's partners to ensure fuller use of MDF; leading to a utilisation of 79 % which was an 11.5 % increase from the previous year, 2014.

EDUCATION

Master of Science: International Marketing Management

University of Leeds

09/2016 - 12/2017

Graduated with Distinction

Bachelor of Science: Management (Honors)

Royal Holloway, University of London

09/2012 - 06/2015

Graduated with Second Class Honors - Upper Division (2:1)