HIMANSHI SUMAN

E-Mail: himanshi.suman02@gmail.com || **LinkedIn: https://www.linkedin.com/in/himanshi-suman-0708a6128/||**
Phone: +91-9602041976

A high-energy driven and solution oriented professional with an experience of **2.6 years** in Sales & Marketing.
Attended Global leadership module at Imperial College, London and an alumnus of BML Munjal University with a proven record of driving business and delivering results.

Key Skills

Strategic Digital Marketing	**Google Analytics**	**Marketing Campaign**	**Brand Buiding**
Supply Chain Management	**Analytics & Pricing**	**Selling & Negotiation**	**Bid Management**
Relationship Management	**Channel Management**	**Inventory Management**	**Business Development**

Professional Experience

Jindal Stainless Steelway Ltd. **June 2019 – Jan 2022**
Executive : Business Strategies & Marketing

Handling traders with annual revenue of over **INR 1859 Cr** for the largest Stainless Steel manufacturer

Key Result Areas:
- Handling all India level Auction Management of all grades in material in all segments
- Developed an alternate channel to generate additional business from inactive/pre-existing stakeholders
- Strategize to elevate customer purchase experience through innovative sales satisfaction index methods
- Data based decision making for Inventory Management and forecasting
- Collaboration with cross-functional teams to devise effective retail strategy and implementation
- Handling stakeholders from various industries: Automotive, Indian Railways, Kitchen equipments & many more
- Devised feedback mechanism for fast grievance redressal and provide actionable insights

Highlights:
- Devised robust Auction system for hassle free implementation
- Verbal appreciation by the National Head for bagging the ever highest auction deal, July 2021
- Highest passive/inactive trader onboarding ever done in 15 months resulting to an additional business of approx. 700 Cr

Summer Internship

At Jindal Stainless Steelway Ltd : **May, 2017 - June, 2017**

Project Title:
- Customer Satisfaction and Retention towards products of JSSL
- Networking with potential, inactive and existing customers.

Highlights & Recommendations:
- Activated inactive/passive traders of 12 years in JSSL trading eco system through cold calling
- Explored and negotiated business worth 234 metric tonnes of SS material from the traders
- Suggested a robust feedback mechanism for the retention of traders in the ecosystem

Education Details

- **Diploma (Strategic Digital Marketing & Analytics)** from Indian Institute of Management (IIM) – Rohtak (Pursuing)
- **MBA (Marketing)** from Brij Mohan Lal Mujal University, Gurgaon (By Hero Group), 2016-18
- **B.COM (Business Management)** from Mohan Lal Sukhadiya University, Udaipur in 2014
- **XII** & **X (Rajasthan Board)** from Shreeji Public School, Udaipur

Achievements

- Completed the **Global Leadership Program / Module** from Imperial College London in 2017
- Awarded the **Best BML Bridge Course Assignment** in BML Munjal Universit in 2016