

# HIMANSHI SUMAN



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*Scaling new heights of success and leaving a mark of excellence on each step, targeting challenging assignments in **Marketing or Digital Marketing** with an organization of high repute for mutual growth and success*

**Location Preference: Gurgaon, Mumbai and Pune**



## PROFILE SUMMARY

- A dedicated professional with nearly 3 years of experience in Pre-Sales, sales, marketing, auction management and Bid Management
- Hold in-depth understanding of the marketing mix, namely: product, price, promotion, and place in line with organizational marketing objectives and marketing management decisions
- Explored potential business opportunities and managed marketing & sales operations for achieving business targets; initiated market development efforts and increased business growth
- Took complete ownership of auction management from strategizing, RFP till proposal submission & opportunity closure, keeping the activities strictly in accordance with the organizational processes & guidelines
- Maximized the chances of auction success by analyzing winning strategy & developing a proposal having win theme, value proposition & USP, aligned to overall strategy
- Excellent skills at increasing revenue and profits through diligent research, marketing initiatives and strategic planning; specialized in identifying client needs and offering practical short-term and long-term solutions
- Highly creative with competence in identifying target audiences and devising digital campaigns that could engage, inform, and motivate
- Possess strong knowledge of website and marketing analytics tool- Google Analytics
- Maintained healthy and strong customer relationships through excellent customer service and meeting all client needs appropriate to the business
- Possess excellent written and verbal communication, attention to detail and interpersonal skills with the competence to visualize the big picture

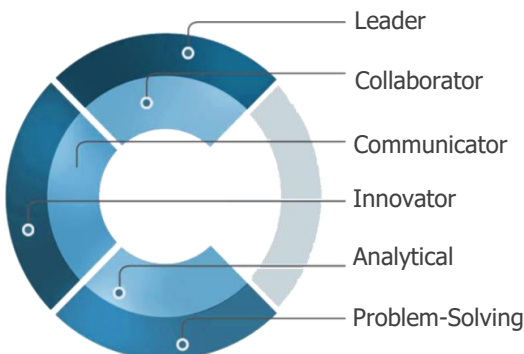


## CORE COMPETENCIES

- Business Strategies
- Sales & Marketing
- Relationship Building
- Digital Marketing
- Marketing Strategy & Execution
- Brand Building & Positioning
- Business Development
- Market Research & Analysis
- Bid Management
- Supply Chain Management & Inventory Management
- Channel Partner Capability
- Product Pricing & Promotion
- Marketing Communication
- Google Analytics
- Portfolio Management



## SOFT SKILLS



## EDUCATION



**Pursuing: Diploma (Strategic Digital Marketing & Analytics)**  
Indian Institute of Management (IIM), Rohtak



**2018: MBA (Marketing)**  
Brij Mohan Lal Munjal University, Gurgaon (By Hero Group)



**2014: B.Com. (Business Management)**  
Moham Lal Sukhadiya University, Udaipur

### Other Course:

**2017: Global Leadership Program/Module**  
Imperial College, London



## IT SKILLS

- MS-Office (Word, Excel, PowerPoint)

## WORK EXPERIENCE

**Executive : Business Strategies & Management**  
**Jindal Stainless Steelway Limited**

**Jun'2019 – Jan'2022**

### **Key Result Areas:**

- Administered PAN India online and offline auction management of all the grades of material in all segments while managing trader with annual revenue of over INR 1859 Crore
- Evaluated, identified and secured additional business from inactive/pre-existing stakeholders by developing and exploring alternate channel
- Developed strategic sales initiatives and innovative sales satisfaction index methods to elevate customer purchase experience and foster repeated business
- Maintained optimum inventory levels through Data, sales records and other MIS reports based decision-making and forecasting to ensure timely deliveries to customers and sub dealers
- Planned and executed effective retail strategy in collaboration with cross-functional teams to achieve sales target
- Generated business from and nurtured relationship with various key clients across-Automotive, Indian Railways, Kitchen equipment & other industry

### **Highlights:**

- Spearheaded introduction and implementation of robust auction system that expanded customer base, reduced customer acquisition cost and increased revenue
- Won the ever highest auction deal in July 2021 and appreciated for the same by the National Head
- Increased gross profit INR 700 Crores in 15 months by resurrecting highest passive/inactive traders through consistent follow-up and networking
- Orchestrated feedback mechanism for fast grievance redressal and providing actionable insights to enhance retention of traders in the ecosystem
- Adhered to all internal procedures and quality standards and processes for customer acquisition, opportunities, bid preparation, proposal tracking and sales forecasting
- Conducted market research through industry contacts, Pricing analysis, competitor analysis and business news to identify ideas for providing pricing for product
- Acted as a SPOC to clients' and other stakeholders' queries before, during and after the auction has been submitted; successfully used to deal with over 2500 clients in the auction

## INTERNSHIP

**Jindal Stainless Steelway Limited**

**May'2017 – Jun'2017**

### **Project Title:**

Customer Satisfaction and Retention towards products of JSSL  
Networking with potential, inactive and existing customers

### **Highlights:**

- Pivotal in activated inactive/passive traders of 12 years in JSSL trading ecosystem through cold calling and networking
- Generated business worth 234 metric tons of SS material from the traders

## PERSONAL DETAILS

Date of Birth: 18th February 1993

Languages Known: English and Hindi

Address: 1B Princeton Estate, Golf Course Road, DLF Phase 5, Sector 53, Gurugram, 122002