

Sugandha Maheshwari

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Objective

Dedicated and results-oriented Marketing and Sales Assistant Manager with a proven track record of driving revenue growth, developing effective marketing strategies, and managing high-performing sales teams. Adept at leveraging market trends, customer insights, and innovative approaches to achieve business objectives. Seeking an opportunity to contribute my skills and expertise to a dynamic organization.

Professional Experience

Product - Assistant Manager in Balani Infotech

July 2021 - *on going*

- ✓ Serve as a bridge between the foreign publishers and the librarians of esteemed Academic Institutions like IITs, NITs, IISERs, NISERs etc., Government Organizations, Corporates and Consortiums like e-Shodh Sindhu, NKRC and NIPER.
- ✓ Collect data and qualify the leads for our products after analyzing their areas of research
- ✓ Plan meetings with prospects, members of our sales staff, and the publisher; communicate minutes of meetings; and send notes of appreciation to everyone participated.
- ✓ Analyze Pricing, Draft Proposals and follow up over emails and calls
- ✓ Collaborate with the marketing team to develop and design mailers, advertisements, posters, banners and brochures contributing to enhanced brand visibility and consistency.
- ✓ Creating and posting the posts for social media platforms.
- ✓ Organizing offline and online events like Librarian Summit, Science Talk, Webinars and awareness sessions
- ✓ Individual e-mailing to the faculties and librarians for collecting recommendations followed up by the calls.
- ✓ Analyze market trends, competitive landscape, and customer behavior to identify opportunities for product and service expansion, leading to a 10% increase in product line revenue.
- ✓ Providing coaching, training, and performance feedback to team, which led to a 25% improvement in team productivity.
- ✓ Established and maintained strong relationships with key clients, leading to contract renewals and upselling opportunities.
- ✓ Address the issues faced by our patrons and resolve them without any delay.
- ✓ Maintaining an accurate record of all leads and actual sales
- ✓ Preparing accurate sales forecasts to assist the company in making sound business decisions.
- ✓ Evaluating and analyzing current sales practices and procedures to determine whether they are effective in generating sales.

Admission Counsellor in Venkateshwara Open University

Sept 2020 – July 2021

- ✓ Led a team of 5 sales representatives, setting clear goals and targets, and implementing effective sales strategies that led to a 15% increase in monthly sales revenue.
- ✓ Conducted regular sales training sessions to enhance product knowledge and sales techniques, resulting in a 20% improvement in closing rates.
- ✓ Collaborated with the marketing department to provide valuable insights for creating targeted marketing campaigns that directly contributed to a 10% increase in lead quality.
- ✓ Established and maintained strong relationships with key clients, leading to referrals
- ✓ Provide counseling for students working with difficult courses or life challenges that may interrupt degree completion
- ✓ Provide written documentation upon request
- ✓ Transfer necessary documents to different departments, schools, or districts upon request
- ✓ Volunteered to create a grievance department and handled it under the mentorship of the Registrar

English Teacher in Radiant Academy

Apr 2017 – April 2018

- ✓ Conduct group and individual activities
- ✓ Encouraged students to understand each other.
- ✓ Able to manage with 48 students in class

Sales Coordinator in Book my dream homes

Dec 2010 – Feb 2012

- ✓ Categorize the properties as per customer needs
- ✓ Responsible for sales target
- ✓ Kept careful record of prospects and hot lead
- ✓ Handled customer complaints till the closer

Education

Program	Institution	Passing Year
MBA Finance	ITM Gurgaon	2010
B.Com	MDU Rohtak	2008
Class XII, X	CBSE Rohtak	2005

Professional Skills

- Web Portal and Content Management
 - MS- Word, Excel, PowerPoint
 - Communication – Written and Verbal
 - Team building and Analytical Skills
 - Web Tools for Plagiarism Checker, Translation, Grammar, Designing tool
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Strengths

- Analytical content Interpretation using excel
- Effective communication and writing
- People management
- Result oriented approach

Area of Interests

- Reading for vocabulary building and effective writing
- Cycling helps in keeping good mental and physical health
- Traveling and meeting new people helps in improving communication