

MANISHA KUMARI

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Bhiwadi,Rajasthan - 301707

EXPERIENCED SALES & MARKETING PROFESSIONAL

Passionate & result-driven sales professional with 2 years of Sales & Marketing experience as a top sales performer in the real estate industry with a rich experience in achieving 2x sales target, maximizing profits, exceeding quotas & managing large customers' accounts. Skilled in negotiation customer relation, exceptional time management, leadership & communication skills. A dedicated professional with the drive & skill-set to excel in a fast-paced leadership role enhancing a company ability to capture profitable markets, also seeking to leverage skills in Digital Marketing to engage and inspire team members and customers and exceed goals through ambitious strategies. Technical proficiency in Ms Excel, Word, PowerPoint and Salesforce.

CORE COMPETENCIES

- Business Development
- Relationship Management
- Market Research
- Campaign Management
- Sales
- Google Analytics
- Communication Skills
- Email Marketing
- Teamwork
- Leadership
- Negotiation
- Networking
- Interpersonal Skills
- Microsoft Office
- Salesforce
- Google AdWords
- Analytical Skills
- Problem Solving
- Brand Management
- Marketing
- Search Engine Optimization (SEO)
- Digital Marketing
- Search Engine Marketing (SEM)
- Social Media Marketing

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

Acept One MediaWorks, Mumbai, Maharashtra

09/2021- Present

- Planning and executing all digital marketing activities including SEO/SEM, marketing communication, email marketing, social media marketing and display advertising campaigns for OTT platform solutions provider.
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns and assess against ROI and KPIs.
- Brainstorm new and creative growth strategies.
- Collaboration with internal team to create landing pages and optimize user experience.

Sales Executive

ASHIANA HOUSING LIMITED, Gurgaon, Haryana

06/2018 –09/2019

- Conducted market research and competition analysis to identify selling possibilities and evaluate customer needs, resulting in a better understanding of the real estate market.
- Achieved sales target by 100% & ensured business up-gradation by developing best sales practices.
- Increased customer satisfaction growth rate by 50% by ensuring best sales practices with HNI clients.
- Timely collaboration with team members resulting in a rise in team performance by 20% through cross knowledge.
- Increased customer satisfaction by 50% by timely documentation, to resolve all inquiries & discrepancies of HNI clients.
- Developed and maintained 100% Happy Ashiana families by analyzing & reviewing customer's or prospect's feedback.
- Ensured the growth of HNI clients into a loyal customer base in a specialized niche market through loyalty program.

Notable Accomplishments:

Secured **twice** a position in "TOP 10" Sales Executives, PAN India.
Awarded as "**Best Sales Executive**" for achieving 150% sales target.
Achieved **Annual Sales Target** by 2x

INDUSTRIAL EXPOSURE

Campaign Management

Finstreet.in

09/2021- 10/2021

- Developing and executing digital strategies corresponding to the financial investment market & its audiences.
- Developing, implementing and tracking marketing programs such as email, social media campaigns related to financial investment.
- Building a communication channel between the company and the clients.

Digital Marketing Intern

CROSSCOPE, Pune, Maharashtra

06/2021- 08/2021

- Developing digital strategies corresponding to the AI powered Digital Pathology & its audience.
- Maintaining social media presence and communication via social media campaigns and email campaigns.
- Identifying opportunities for digital enhancements that drive value for our clients and their customers.
- Managing campaign and product messaging frameworks based on thorough research.
- Conducting market research and competition analysis to identify business opportunities and evaluating customer needs, resulting in a better understanding of digital pathology market.

Sales Intern

NESTLE INDIA, Gurgaon, Haryana

08/2020– 09/2020

- Conducted research & competitor analysis of chilled dairy's existing and new sales & distribution procedures.
- Attained distribution of the product in compliance with the company's regulations and SOPs laid by the govt.
- Maintain adequate supplies to reduce risk, meeting the customer's requirement which significantly increases due to a change in customer's behavior, specifically during a pandemic.

Notable Accomplishment:

Contributed towards winning on-shelf availability of chilled dairy products by expanding faster GTM approach.

Business Development Intern

GODREJ PROPERTIES LIMITED, Gurgaon, Haryana

10/2017 – 04/2018

- Contributed to the business development by actively seeking out new sales opportunities through calls, networking strategy and social media.
- Provided superior customer support to the client associated, assisting in their decision making by addressing their wishes and concerns.

EDUCATION

MBA in Marketing & International Business, GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

8.75 CGPA | (2019-2021)

B.com, UNIVERSITY OF DELHI

7.2 CGPA | (2018)

XII or Higher Secondary Certificate, MODERN PUBLIC SCHOOL, BHIWADI, RAJASTHAN

CBSE | 94.6% | (2015)

X or Senior Secondary Certificate, MODERN PUBLIC SCHOOL, BHIWADI, RAJASTHAN

CBSE | 9.8 CGPA | (2013)

HOBBIES & INTERESTS

- Music - singing, listening to music
- Dance
- Playing Guitar
- Art & Design - artistic activities such as painting, drawing, sketching

HONORS & RECOGNITION

- **Google Analytics by Google Analytics Academy** (2021)
- **Certified Inbound Marketing, Hubspot Academy** (2021)
- **Certified Digital Marketing, Google** (2021)
(Google AdWords, Social Media Marketing, Email Marketing, Content Marketing, SEO, SEM, Google Analytics)
- **Advance Excel Certification, JS Academy** (2021)
(Logical Formulas, VLookup, HLookup, Charts, Pivot Table, Macros)

Music

- Winner, Inter-school singing competition, Modern Public School, Bhiwadi (Raj.) (2012-13)
- Runner up, Inter-school singing competition, Modern Public School, Bhiwadi (Raj.) (2011-12)

Art & Design

- Winner, making things from waste materials, Modern Public School, Bhiwadi (Raj.) (2012-13)
- Runner Up, Inter-school Drawing Competition (2010-11)