



Pushpanjali

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Career Objective

A position in a result-oriented professional services firm that seeks an ambitious and career conscious person, where acquired skills and education will be leveraged towards continued growth and advancement

Experience Summary

Over 3 years of diverse work experience in Sales and Marketing domain of leading Financial and consumer industry players in India – Dewan Housing Financial Limited and Berger Paints respectively

Key Business responsibilities

- Assisted management to develop and implement short and long term brand strategy that identified product gaps and new market segments
- First-hand experience in account/customer and business development processes
- Worked closely with marketing and research team to streamline their branding efforts
- Conducted brand awareness campaigns across three cities that increased sales by 27%
- Developed content for training program and brand awareness session for the architect and interior designer
- Managed Direct Sales Agents (DSA) and Channel Partners to promote sales across locations
- Educate the customer by demonstrating an in-depth knowledge of the features, benefits and applications of available products and services
- Manage and oversee the documentation portions of the deal flow of the business viz – determining client's credit worthiness, calculating loan service ratio, KYC, compliance, guarantee, collateral etc
- Prepare proposals, lead meetings & actively assist in analyzing prospects needs and structuring solutions
- Demonstrated ability to build and foster relationships with senior management internally and externally
- Responsible for maintaining client's relationship while looking for areas to expand and maximize products

Educational Qualification

Qualification	Institute/university name	Year
Post Graduate Diploma in Management (Marketing)	Institute of Management Technology, Nagpur	2016-2018
B.A(Economics Honors)	Patna women's college (Patna University)	2012-2015

Work Experience

Berger Paints India Limited, Mumbai

(July 2019 -Jan 2020)

Last designation: Senior Sales Officer

Key Roles and Responsibilities:

- Proactively performed market analysis with research team, actively pursued existing clients and new clients for future business opportunities and developed the market for newly launched product by Berger Paints
- Assisted management to develop the business strategy for key commercial and retail accounts and prepared roadmap to develop long-term sales opportunities
- Developed initial business scoping documents and subsequently a full proposal/bid, assisted team to construct commercial and technical proposals; presented customer proposals to tender evaluation committees, assisting partners during commercial negotiations
- Conducted meetings with architects, interior designers, consultants and developed action plan to address their requirements as per the agreed scope of work
- Scheduled meetings in advance and kept all appointment and their documentation up to date on a weekly basis in the CRM and Outlook
- Worked closely with customers, Identified and resolved business issues or customer complaints by coordinating with internal team, architects or contractors
- Supported team to implement feedback and analysis driven improvements across all market campaigns in three cities

Dewan Housing Finance Corporation, Mumbai

(May 2018 - June 2019)

Last designation: Branch Sales Manager

Key Roles & Responsibilities:

- Conducting market research and analysis to create potential of loan markets in assigned geography and strategically develop strong referral networks in order to locate prospects for business
- Responsible for managing assigned geographic area and their by sourcing new channel partners, referral partners, vendors and managing relationships to achieve assigned targets
- Core responsibility is to source loan business from the market using channel partners & vendors effectively
- Evaluating the applications in conjunction with the credit team for ensuring sourcing as per policy norms and compliance
- Understanding customer requirement and suggest best product for their needs
- Ensuring a high-quality portfolio by minimizing delinquency and rejection
- Providing assistance to marketing channels for different cross functional departments (Credit, Operation)
- Managing and planning activities of team members

GAIIT Institution Mumbai**(March 2015 – Till March 2016)****Last designation: Counsellor****Key Responsibilities included:**

- Assisting senior management to accelerate sales for GAIIT institute by enrolling more students
- Responsible for development of Promotional materials and services of GAIIT classes at various educational institutes and examination centers
- Conducting and facilitating counselling sessions for students regarding the Courses offered by the institute

Professional and educational Achievements

- Secured preplacement offer from DHFL on successful completion of internship
- Consistently appraised as 'Exceeding Expectations' by senior management at DHFL, Mumbai in last two performance appraisal cycles
- Awarded as a Star performer of the month at DHFL upon completion of business unit targets ahead of time

Co-curricular activities & other interest/hobbies

- Secured first position at national level inter college dance competition at IMT Nagpur and participated at other platforms
- Participated and won five gold medals in various Sports events for being best in class at School level.
- Proactive member of Toast Masters club at IMT Nagpur

Personal Information

- DOB: 20 June 1992, Marital Status: Married, Language Known: English and Hindi

Hard work, inter-personal skills and self-driven are my fortes that have helped me taste success in all my endeavors. I am energetic, focused, friendly and result oriented. My problem-solving ability, numerical and analytical skills, positive attitude and a learner's nature makes me reliable and increases my strengths.

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