



Aakrishti Mishra Bajpai

Marketing and Sales Professional

A Challenging and rewarding opportunity within Business Operations & Consulting, Product Marketing, Project Management & Business Development sector where my education, experience, personal ability and a commitment to professionalism would be of value. The position should allow for continued personal and professional growth commensurate with achievements.

CONTACT ME

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EDUCATION

PGDM-Marketing & Advertising, Public Relations (2013-2015)

B.E -Electronic & Telecommunications (2008-2012)

AREAS OF EXPERTISE

- Sales & Marketing
- Consultative Selling.
- Contract Negotiation.
- Research & Strategy
- Negotiation
- Team Work
- Decision Making
- Inbound & Outbound Marketing
- Advance Communication skills
- Emotional intelligence
- Cross Selling/ Up Selling.

PROFICIENT IN

- Sales force
- Various MS-Office Tools
- English & Hindi Languages

WORK EXPERIENCE

Asst. Manager Open House-North

FranklinCovey India & SouthEast Asia • Gurgaon • 2015- Present

- Responsible for annual revenue generation leading to target achievement.
- Customer Relationship Management / Client servicing leading to Customer retention.
- Marketing / Brand awareness through Social media marketing / social media campaigns.
- Data Management, Data Refining and Lead generation through cold calling, emails, social media platforms like LinkedIn and various other portals.
- CRM support using Sales force and 4Dxos maintaining Weekly Records of sales forecasting and budgeting.
- Recruit salespeople, set objectives, train and coach, and monitor performance ensuring assigned tasks and responsibilities are fulfilled.
- Identify knowledge gaps within the team and develop a plan to fulfill them.
- Oversee the sales team to ensure company quotas and standards are met by holding daily check-ins with team to set objectives for the day and monitor progress regularly.

Achievements

Got two promotions in a span of 4 years.

Achieved 200% of my yearly target for the year 2016-17.

All recommendations of Competency Mapping/ Psychometric Test accepted & implemented.

Filled in two internal positions of the organisation.

Trainings & Internship

Trainings Attended: The 7 habits of Highly effective people, Leadership, Project Management, 5 choice of Extraordinary Productivity, Brain-Based Coaching Certification.

Internship: Paharpur Business Centre (May 14 – July 14)

Understanding the complete competency mapping process, results and outcome
Complete Recruitment process internal and external positions.

