

G | W

GARIMA WALIA

BUSINESS DEVELOPMENT & MARKETING MANAGER



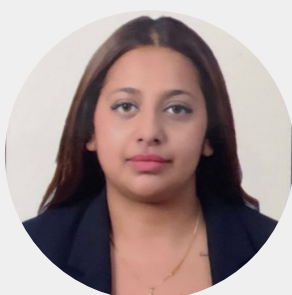
1704, Al Fahad Tower 1,
Barsha Heights, Tecom,
Dubai, UAE



+971 522407023



garimawalia38@gmail.com



EDUCATION

BACHELOR OF ARTS

**Kirori Mal College, Delhi
University / New Delhi / 2014**

Political Science Hons.

MASTER OF ARTS

IGNOU / New Delhi / 2017

Political Science Hons.

SKILLS

- Marketing expertise
- Sales and market development
- Account development
- Business Planning

People-oriented and a dedicated team player. Highly skilled at developing productive working relationships, and extensive experience in marketing and corporate sales.

Hard-working with a focus on driving customer satisfaction and expertise in marketing and business development solutions. A highly skilled communicator and team player.

WORK EXPERIENCE

Arrtd'inox- JSL Lifestyle

**Nov 2020 - Apr 2021
New Delhi**

BUSINESS DEVELOPMENT MANAGER

- Created the best pricing of goods to address company goals, retain customer satisfaction, and enable the company to meet its profit goals.
- Closely supervised team members, sales plans, and tracked employee performance.
- Determined strategies to address sales numbers and profitability.
- Presented management with new strategies to increase sales of products, enlarge territory, and increase market share.
- Suggested changes to products to increase sales numbers and strengthen customer interest.
- Developed new strategies to capitalize on opportunities, meet company goals, and increase company's growth

Da Milano Leathers Ltd.

**May 2019 - Oct 2020
New Delhi**

BUSINESS DEVELOPMENT MANAGER

- Presented management with new strategies to increase sales of products, enlarge territory, and increase market share.

- Onboarded clients like Coca Cola, Diageo, DLF Country and Golf Club, Loreal, Embassy of Ethiopia, Indian Oil Corporation, Oil and Natural Gas Corporation, Steel Authority Of India, Make My Trip and many more contributing to a total of 13.5 Cr worth of Business annually.
- Suggested changes to products to increase sales numbers and strengthen customer interest.
- Developed new strategies to capitalize on opportunities, meet company goals, and increase company's growth.
- Collaborated with developmental teams to create new strategies to perfect product details.
- Determined strategies to address sales numbers and profitability.
- Created the best pricing of goods to address company goals, retain customer satisfaction, and enable the company to meet its profit goals.

SeedWill Consulting
 Jun 2018 - Apr 2019
 Dubai & Gurgaon

● **INTERNATIONAL MARKETING MANAGER**

- Coordinated marketing and sales promotions to meet corporate and marketing goals.
- Provided support and advice to senior management by outlining new business opportunities, consolidating current practices, and solidifying relationships with Local and International customers.
- Worked closely with builders like Sobha, Damac, DLF, Shapoorji Pallonji on promoting various projects of the respective builders via omnifarious marketing and PR activities like Cocktail Dinners, High tea parties, Investors Meet etc.
- Implemented effective sales strategies to meet company goal in Dubai and India market.
- Designed special projects for clients and prospective clients to encourage new business and open up opportunities for client involvement.
- Assessed business goals, market trends, and costs to implement strategies to improve market sales.
- Developed and successfully implemented various marketing campaigns.
- Consulted with customers and collaborated with sales representatives to increase sales and customer satisfaction.
- Arranged contracts with vendors for various marketing campaigns, resulting in increase national and international visibility and reach.

1to1 Help.net

May 2017 - May 2018
New Delhi

- Developed new strategies to capitalize on opportunities, meet company goals, and increase company's growth.

CORPORATE SALES AND MARKETING MANAGER

- Develop and Sell EAP- Employee Assistance Programme and services like POSH, (Prevention of Sexual Harassment), Gender Diversity at workplace etc. to the rapidly growing emotional wellness requirements in the corporate industry.
- Meeting only the Top Management like CXO's, Presidents and VP's therefore having a great exposure and PR.
- Added clients like Nestle, PepsiCo, Cushman & Wakefield, Make My Trip, Egon Zehnder to the company's portfolio.

IndusInd Bank

Apr 2016 - Apr 2017
Barakhamba, New Delhi

CUSTOMER SERVICE MANAGER

Handling the bank lobby by helping the walk-ins and mapped clients of the bank with their concerns and requirements regarding their bank accounts and their investments. Generate sales revenue for the designated branch. Meet/ Exceed sales and establish sales goals. Essentially focus on bank products like CASA, Mutual Funds, Life Insurance, Health Insurance, Credit Cards, Loan against property, Homeloans and Loan against securities.

Citibank

Feb 2014 - Mar 2016
Gurgaon, Haryana

ASSOCIATE BANKER

Generate sales revenue at designated location or assigned geographical area. Meet/ Exceed sales and establish sales goals. Gather information as needed about customers, market and competition. Primarily focus on single family of bank products such as credit cards, loans or banking accounts with associated add on products like insurance, loan on credit card. Monitor loans carefully from initiation to closing, watch pipeline to track deals in progress. Ensure 100% application competition through frequent client meetings and call backs.

Genpact

Jan 2012 - Jan 2014
Gurgaon, Haryana

PROCESS DEVELOPER

Taking care of the customer services department by handling concerns and complaints of the customers via mails. Ensuring resolution of complaints and concerns by the specified turn around time. Following up with the customers regarding the services.