

**About Me**

I am a people person who believes that relationship is the key to results. I aspire to be the best version of myself at whatever I do and add value wherever I'm trusted.

Experience**Key Account Manager (B2B Sales) – QuoDeck Technologies, Mumbai – (May 2021 – Present)**

- End to end management of key accounts like Unilever, Tata Power, Dabur, Myntra, Tata Consumer, Mahindra Group, udaan, Britannia, Hindalco generating a revenue of INR 2.6 Crore, highest individual revenue for a financial year.
- Grown Tata Consumer account 3x, Myntra 2x, Tata Power by 50%.
- Managed clients with an audience size of 10K FTEs on our gamified learning platform.
- Achieved 2x YoY growth in revenues with 60% revenue from new clients as a team.
- Recognized the heart of client issues, diagnosed problem areas, designed innovative solutions, and facilitated deployment resulting in client delight.
- Negotiated deals with the procurement teams, legal teams, infosec teams to close the sales.
- Developed Strategic Account plans through conversations with client champions and secondary research about client's businesses to ascertain yearly projections.
- Analyzed existing accounts to create Account Health Scorecards for each account along with raw Account Plan structure and templates consisting of metrics like PPC and NPS.
- Conducted solution/product demonstrations, POC workshops and prepared effort estimates which suit the customer budgetary requirements and are in line with organization's financial guidelines.
- Developed proposals by owning parts of the proposal document and giving inputs in solution design.
- Created and Managed the SPANCO sales funnel using MS Excel as well as Agile CRM.
- Worked with the cross-functional teams – Product, InfoSec, Execution to maximize results.
- Handled end-to-end project management including stakeholder communications, pipeline management, project prioritization and project delivery.
- Guided and mentored the Project Management team on dealing with clients.
- Estimated the budget of the client for the deals and convinced internal stakeholders for special discounts in certain situations.
- Worked on revamping the website of the company with the marketing team and successfully driven the team to launch of the same.
- Successfully conducted Sales campaigns like Referral campaigns and Re-ignite campaigns to generate more leads.

Faculty/General Manger – Learn with Anany, Hapur (U.P.) – (December 2017 – May 2019); (also part-time April 2020 to December 2021)

- Lead and Managed a team of 7 education enthusiasts
- Worked on B2B Partnering, Recruiting and Training
- Tutored online and offline and created the study material, assignments, and assessments personalized to the students' needs
- Generated Leads through advertising and promotion using Digital Marketing, Social media marketing, and WoM
- Created content including videos for YouTube and designed posts for social media to drive traffic on the website to ultimately increase registrations
- Managed the Instagram handle @learnwithanany
- Owned the domain learnwithanany.in
- Promoted YouTube Videos on Social Media platforms
- Launched a professional website using Wix
- Launched a video creative brand communication by providing the creative brief to the agency.

Business Development Intern – Unschool, Hyderabad – (April 2020 – May 2020)

- Performed Market Research of coaches and affiliates and Interpret insights and make recommendations
- Helped the company to source, connect, negotiate, and partner with relevant coaches

Education	PGDM – Marketing	Institute of Management Technology, Ghaziabad	2019-21	71.68%
	B.Com.	University of Delhi	2014-17	58.07%
	Class 12 th	Dewan Public School, Hapur (CBSE)	2014	92.60%
	Class 10 th	Dewan Public School, Hapur (CBSE)	2012	87.40%

Positions of Responsibilities

- Assistant Tutor, Agarwal Institute of Mathematics and Science, November 2017 (1 month)
- Events Execution Head, Health and Wellness Club at IMT
- Digital Marketing Live Project at Edu4sure

Additional Information

- Completed 100 hours of Information Technology Training as required by ICAI
- Initiated into a powerful technique called Shambhavi Mahamudra at Inner Engineering Program by Sadhguru's Isha Foundation and Completed Happiness Program by the Art of Living organization
- Part-time Freelance Educator – September 2016 – May 2017 (9 months)
- Went on Student Exchange Program to Nova SBE, Portugal
- Graduate Management Aptitude Test (GMAT) Score: 700/800
- Test of English as a Foreign Language Score: 103/120
- CAT 2018 Logical Reasoning and Data Interpretation 99+ percentile
- Areas Of Interest: Dance, Guitar, Cricket, PC Games, Meditation, Kung-Fu