

ANUREET ADHIKARI

Mobile : +91 – 9022071306
Email : anureetarora1976@gmail.com
Nationality : Indian
Gender : Female
Date of Birth : 21st Oct 1983
Passport No : N6325003
Marital status : Married
Best time to call : Anytime
Skype ID : Anureet Adhikari
LinkedIn : anureetadhikari@yahoo.ca



Seeking a position with an organization utilizing strong sales & marketing skills, administrative background and ability to work well with people, with the aim of achieving company's sales goals and ensuring smooth operations

PROFILE SNAPSHOT

- Client-focused relationship manager with 10+ years of experience in coordinating, planning, and supporting daily operational and administrative functions coupled with excellent sales & marketing and business development skills
- In-depth understanding of the sales cycle process and remain focused on customer satisfaction throughout all stages
- Outstanding interpersonal, customer service, and organizational skills; highly skilled at exceeding client expectations, maintaining strong, fruitful working relationships with customers to gain their trust
- Proven record of taking part in promotional campaigns and quickly understanding marketing campaigns mission, vision and objective and then communicating this to potential customers
- Successful track record of accurately maintaining detailed records, generating reports, coordinating meetings, and multitasking within fast-paced atmospheres
- Adept at managing and streamlining administrative processes to reduce errors and improve accuracy
- An effective team player, with a commitment to customer service; thrive in detail-oriented and deadline-driven environments

AREAS OF EXPERTISE

- Sales & Marketing
- Exercise Programming
- Business Development
- Records Management
- Office Administration
- Zumba & Fitness Training
- Client Relationship Management
- Customer Service
- Business Generation
- Lead Generation
- Telephone Etiquette
- Bookings & Reservations

GLOBAL EXPOSURE: Interacted with the clients from UAE and Germany

CAREER CHRONOLOGY

Designation	Organization	Duration
Marketing Manager	Jaguar Land Rover	2018 April - Feb 2019
Brand Manager (Free-lancing)	Rock & Storm Distilleries	2017 October - December
Accessories Manager	Mercedes, India	2016 May - October 2017
Relationship Manager	NEXA, India	2015- 2016
Marketing Executive	Golds Gym	2010- 2015
Marketing Executive	Atil Auto, India	Aug 2005 - Jan 2008
Customer Care Executive	Atil Auto, India	Jan 2002 - Nov 2003

KEY DELIVERABLES

As a Marketing Manager

- Planning budget for every quarter
- Responsible for new product launch event
- Understanding competitive market strategy
- Organizing marketing events for generating leads for supporting new and approved car sales
- Responsibility of handling print and digital media for the organization
- Responsible for Websites, Social Media, Outdoor Hoardings and all Marketing Magazines
- Tracking customer retail experience
- Organizing customer and employee engagement activities

- Event and budget planning with innovative ideas for New Year 2018 thereby ensuring grand success on the occasion.
- Interaction with bloggers & media for business enhancement.
- Analyzing and bridging gap between esteemed customer and organization
- Customizing gift packages for consumers with out of the box ideas.

As a Brand Manager, Rock & Storm Distilleries Pvt. Ltd., Chandigarh, India

- Handling branding activities of Rock & Storm covering twelvestates
- Analyzing brand positioning
- Taking brand ownership and provide vision, mission, goals and strategies.
- Monitor market trends, research consumer market and competitors activities to identify opportunities and key issues
- Align the company around the brand's direction, choices and tactics. Overseeing marketing and advertising activities to ensure consistency with product line strategy.
- Product launches and exhibitions.
- Regular meetings with creative agencies
- Managing CSR and PR activities
- Budget planning

As an Accessory Manager at Mercedes, India

- Managing 2 showrooms for whole accessories of world's luxury brand in automobiles
- Handling A Class, B Class, C Class, E Class, CLA, MLA, GLE, AMG accessories and fixing rates for accessories
- Building team spirit and mentoring them to achieve their sales targets with high customer service standards
- Handling team fixing accessories and ensuring timely work
- Representing the brand, providing excellent customer service and acting as a key contact between the customer and the company
- Establishing and maintaining a personal and lifelong contact and relationship with the customer, thus achieving high customer satisfaction and keeping them loyal to the brand
- Providing the customer information and solutions on product and services to meet their needs and desires
- Making incentives schemes for sales Executives

As a Relationship Manager at NEXA, India

- Playing a key role in generating leads from references and other sources like websites, telephones etc.
- Keeping in close contact with clientele to identify new opportunities and customers
- Demonstrating new products/services through advertising by adhering to the company policies & guidelines
- Marketing new product launches through social media
- Establishing and sustaining sound relationship with new and existing clientele

- Assisting customer when the requested salesperson is not immediately available
- Participating in promotion of company's activities in relation to new product launch, car sales campaign and service campaigns
- Analyzing the existing customers, identifying the potential customers, executing and evaluating the results in order to achieve the target
- Selling new cars as well as optional extras, accessories, financial services, insurance
- Preparing all necessary documents and explaining sales contract, record details properly
- Establishing and maintaining a personal and a lifelong contact and a good relationship with the customer, thus achieving high customer satisfaction and keeping them loyal to the brand
- Planning follow-up after car delivery and collecting customer feedback on the overall Sales experience and documenting it for future reference
- Actively prospecting of new customers through direct mailing, cold calls, visits/ canvassing and referrals
- Using available IT database tool to keep track of own prospects and customers
- Performing CRM and keeping track record of walk-in, telephone enquiry of customers and prospect
- Gathering customer satisfaction surveys and regularly updating contact database

As a Marketing Executive at Gold's Gym, India

- Budget planning, Handling media communications, designing packages.
- Cross branding with local authorities.
- Responsible for digital presence online at Social media platforms.
- Event planning at societies
- Reputation management

OTHER SKILLS

- Rich experience of working as a Zumba Instructor with extensive knowledge of kinesiology, exercise science and the field of physical education.
- Profound ability to assess the physical condition of students and change training methods and techniques as per requirements

□

EDUCATION

- **Bachelor of Education (B.Ed.)** from Guru Nanak Dev University, India .
- **Bachelor of Arts (B.A)** from , India .

PROFESSIONAL CERTIFICATIONS

- 1 year course on Travel and Tourism from AITA, TIES Management Group, India–2013
- Certification for P.T (personal trainer) and Nutrition at K-Eleven under Mr. Kaizaad (Director)
- Zumba Instructor in Sky fitness, Sanjay Sports Academy, OptimumGym, Panchvati Gym, Addy's Gym and Society Gym.

APPRECIATIONS

- Received appreciation by President Air Force WivesWelfare Association for contributing in health and fitness related activities(2011-2013)
- Received appreciation by Station Commander Air Force School Missamari for exceptionally handling Air Force School in the capacity of Head Mistress
- Received appreciation from the CEO of Mercedes-Benz BU Bhandari, Pune for dedicated and sincere work output.

TECHNICAL SKILLS: Well versed with MS Office Suite (Word, Excel & PowerPoint) for Inventory Management

LANGUAGE SKILLS: Fluent in English, Hindi and Punjabi

AVAILABILITY: Ready to relocate at the earliest and do not have a bond with the current employer

GLOBAL EXPOSURE: Interacted with the clients from UAE and Germany

References are available upon request