

Alice Maheshwari

Phone: +91 - 7276271074

E-Mail: alicemaheshwari@gmail.com



An enthusiastic and high-energy driven professional, targeting managerial assignments in **Sales, Marketing and Business Development** with an organization of repute

|| Profile Summary

- A result-driven professional in **Business Development**
- Capabilities in **analysing & interpreting unique problems**, with a combination of training, internship experience and logical thinking to find the right solutions
- Fruitful combination of **academic expertise and leadership qualities** inherent in the working style resulted in the recognition of the team at various occasions
- Rich experience in **growing customer base** across target markets through strategic business development plans
- Skilled in managing **in-depth analysis of markets, industry trends, competitors and clients** to improve strategic planning and decision-making; worked with principal, suppliers & partners for various activities as per requirement
- Proven success in **developing new business and managing sales cycles**, generating leads and closing deals while establishing strong client relationships
- Proficiency in **grasping new technical concepts** quickly and utilizing the same in a productive manner
- **Focused & goal-driven** with strong work ethics and commitment to offer quality work
- An effective communicator and **team player with excellent interpersonal, presentation** and analytical skills

|| Key Skills

Sales & Marketing	Market Collateral	Business Development & Expansion
Customer Acquisition / Cold Calling	Market Research / Competition Analysis	Cross-functional Coordination
Brand Management / Positioning	Key Account Management	Lead Generation / Business Proposals

|| Work Experience

Since Jul'20 with Specialty Polyfilms Pvt. Ltd., Aurangabad as International Business Development Executive

Key Result Areas:

- Currently working on various functions like Product Development, Export / Import Documentation and key account management while attaining sales of approx. 40 Cr. monthly
- Identifying and mature corporate accounts to generate business and seek out new sales opportunities within the existing client base, & managing CRM tools like ZOHO
- Conducting **market research** to gather requirements for new products & services to anticipate and potentially lead the market
- Actively participating in various online bids for business tenders & trade shows
- Developing a solid and trusting relationship between major key partners understanding their requirements through weekly meetings & delivering presentations to generate business
- Resolving issues and complaints ensuring that client issues are dealt-with in an efficient manner, quality standards and client expectations are met on an ongoing basis.
- Respond to incoming Requests for Information (RFIs), Requests for Proposals (RFPs), Preparing important documents like Worksheets, Proforma Invoice, Order indent, etc.
- Integration of materials, methods, and tools necessary to bring new products to the company portfolio

|| Internship

TJUK Trade Network Pvt. Ltd., Mumbai as Corporate Sales and Marketing Intern (Apr'20- Jun'20)

Scope of Work:

- Creating, curating and conceptualizing brand strategy and makeover for new product
- Handling more than 10 Corporate clients(B2B) in Mumbai
- Assisting to meet the sales targets undertaken by the company for various brands
- Identifying the supply chain gaps for existing products
- Analysing the previous three quarters Sales Data and forecasting sales

|| Education

- **PGDM in International Business** from KJ SIMSR, Mumbai in 2020; secured 7.51/10
- **BBA** from Institute of Management and Entrepreneur Development, Pune, Bharati Vidyapeeth Deemed University in 2018; secured 8.87/10
- **Class 12th** from St. Mary's Academy, Saharanpur, C.B.S.E. in 2015; secured 63.80%
- **Class 10th** from St. Mary's Academy, Saharanpur C.B.S.E. in 2013; secured 77.90%

|| Certifications

- Certified in Excel Skills for Business Essentials, 2020
- Certified Business Analytics Practitioner (CBAP), 2019
- Completed Google Ads Fundamentals Course, 2018
- Certified in Ilab Certificate Course in Human Resource- Recruitment, 2017

|| Extracurricular Activities / Academic Achievements

- Acted as the:
 - Co-convenor of CII-YI, Confederation of Indian Industry -Young Indians Committee, KJ SIMSR
 - Alumni Relations Head for SAF, Student's Activity Forum, KJ SIMSR
 - Class Representative for BBA Semester 3rd and 4th, 2017
 - House Captain for St. Mary's Academy, 2013-2015
- Led a Technical Team for the management fest 'Know Your Campus' organized by IMED, Pune 2018
- Actively participated in Market Mania Competition, 2016
- Won Green Trade- A Management Simulation Competition during the annual fest "Melange", KJ SIMSR, 2020; Inter-College Sports Tournament (Throw ball), Yudh, 2019; Inter-class Marketing Case/ Quiz Competition organised by IMED, Pune, 2016
- Successfully conducted TTT Now, Terribly Tiny Tales Workshop, 2018
- Acknowledged as:
 - 1st runner-up for Throw Ball, Inter-College Competition, Institute of Management and Entrepreneur Development, 2017
 - 2nd runner-up for Inter-class Marketing Advertising Competition organised by IMED, Pune 2016
 - 2nd runner-up for Basketball in District Level Sports Mela, 2014
- Winner of Basketball Tournament, 2014; Throw Ball Tournament, 2014
- Participated in C.B.S.E. Clusters State Level Basketball Tournament, 2015
- Trained in Kathak, 2015

|| Personal Details

Date of Birth: 13th January 1997
Languages Known: English, Hindi, Spanish and German
LinkedIn www.linkedin.com/in/alice-maheshwari
Address: 201, 34 wing, Fam Society, Koparkairana, Mumbai 411007