



# DEVIKA GOLANI

## AREA SALES & MARKETING MANAGER

### CONTACT



#### PHONE

+91-844-811-5401



#### EMAIL

[devika.golani@gmail.com](mailto:devika.golani@gmail.com)

### HOME

Hewo-II, Tower 6, Flat no. 745,  
Sector 56,  
Gurugram



### Key Skills

MS Office Suite  
Facebook Campaigning & Analysis  
Google Adwords  
Crisis Management  
Brand Management  
Creatives & Artwork



### Languages

English  
Hindi  
Telegu  
Sindhi  
Punjabi



### ABOUT ME

With an experience of 10+ years I'm a **Top-performing sales professional** with **award winning excellence** exceeding sales quotas, managing, training and supporting teams and driving organisational growth and profitability of the companies. Effective leader, communicator and negotiator with talent of handing problems and promoting new business.

### AREAS OF EXPERTISE

Business development

Product Training & Placements

Prospect / Cold Calling

Team Leadership / Training

Public Relations & Promotions

Sales Reports

Customer Base Expansion

Presentations & Proposals

Sales Closings & Techniques

Territory Sales Management

Brand Awareness / Development

B2B Selling

Pull-through Marketing

Excellent ATL / BTL Activations

Budget Reports



## PROFESSIONAL EXPERIENCE

**COMPANY:** MG GYM - DISCOVER YOUR SHAPE, GURUGRAM

**DESIGNATION :** GENERAL MANAGER

**TENURE:** DEC 2019 - CURRENTLY WORKING

### Key Role:

- Conduct short- and long-term planning and management for events and sales.
- Develop and recommend the budget, marketing plans, and objectives and manage within those approved plans.
- Maintain or exceed budgeted sales and profits in all areas.
- Recommend, develop, and implement effective marketing plans for generating revenues.
- Lead team to build long-term, value-based customer relationships that enable achievement of sales objectives.
- Administer all phases of the club, including but not limited to sales, planning, marketing, servicing, and administrative procedures.
- Coach and counsel employees to reflect company service standards and procedures.
- Recruit, mentor and train sales/trainers team executives & managers.
- Grow sales revenue by utilising phone, email and potential client lists.
- Guide individual sales reps through the closing process, stepping in when necessary.
- Manage sales lifecycle and oversee every aspect from pre purchase to payment.
- Gather and analyse data to prioritise clients and potential customer lists.
- Meet or exceed periodic sales goals, new client requirements and revenue quotas.
- Prepare documentation, quote sheets, marketing materials and reports.
- Incharge of all marketing strategies & executions from ATL, BTL activations, Facebook campaigns & analysis to using Google analytics for goal set up, funnel, report generation, visitor analysis & social media tracking.
- Managing the development & optimisation of landing pages for email marketing

**COMPANY:** CHISEL (AN INITIATIVE BY VIRAT KOHLI)

**DESIGNATION :** SALES & MARKETING HEAD

**TENURE:** APRIL 2019 - NOV 2019

### **Key Role:**

- Incharge of all marketing strategies & executions from ATL, BTL activations, Facebook campaigns & analysis to using Google analytics for goal set up, funnel, report generation, visitor analysis & social media tracking.
- Grow sales revenue by utilising phone, email and potential client lists.
- Guide individual sales reps through the closing process, stepping in when necessary.
- Manage sales lifecycle and oversee every aspect from pre purchase to payment.
- Gather and analyse data to prioritise clients and potential customer lists.
- Meet or exceed periodic sales goals, new client requirements and revenue quotas.
- Prepare documentation, quote sheets, marketing materials and reports.

**COMPANY:** ANYTIME FITNESS, GURUGRAM

**DESIGNATION :** AREA SALES MANAGER

**TENURE:** FEB 2017 - MARCH 2019

### **Key Role:**

- Oversee large region for sales of 6 Anytime Fitness Clubs, spearheading team of 24 sales associates listening to feedbacks & implement solutions to exceed our goals.
- Recruit, mentor and train sales team executives & managers.
- Grow sales revenue by utilising phone, email and potential client lists.
- Guide individual sales reps through the closing process, stepping in when necessary.
- Travel to company retail locations to participate in floor sales and support marketing efforts.
- Participate in meetings and conferences to build network of prospects.
- Manage sales lifecycle and oversee every aspect from pre purchase to payment.
- Gather and analyse data to prioritise clients and potential customer lists.
- Meet or exceed periodic sales goals, new client requirements and revenue quotas.
- Prepare documentation, quote sheets, marketing materials and reports.
- Incharge of all marketing strategies & executions from ATL, BTL activations, Facebook campaigns & analysis to using Google analytics for goal set up, funnel, report generation, visitor analysis & social media tracking.
- Managing the development & optimisation of landing pages for email marketing

**COMPANY:** SPORTSFIT GYM BY M.S. DHONI (LUCKNOW)

**DESIGNATION :**CENTRE MANAGER

**TENURE:** 2013-2017

### **Key Role:**

- Revenues Analysis, costs and profits are the basic financial components of operating a business. To continue as an ongoing enterprise, a company must generate sufficient revenue to cover its costs and earn a profit
- .Policy Making is one of the very important decisions that are intended to solve problems and improve the quality of organisation.
- Team Management
- Training & Quality Development
- Hospitality Assurance
- Artwork
- Marketing /Sales Analysis Reports
- Inventory Management
- Strategy Planning
- Escalation Management
- Events & Promotions

**COMPANY:** DC DESIGNS

**DESIGNATION :** BUSINESS HEAD (U.P. REGION)

**TENURE:** 2016-2017

### **Key Role:**

- Revenues Analysis , Planning & establishing goals
- Team Management & training for modified car projects
- Coordinating exclusive customised car modification projects
- Training & Quality Development
- Lead generation strategies, techniques & analysis
- Content for Newspaper ads
- ATL & BTL Activations
- Marketing / Sales Reports
- Escalation Management
- Outdoor Events & Promotions throughout Uttar Pradesh
- Direct reporting to the directors
- Public Relations
- Product Launch
- Crisis Management
- Sales Closure & Feedback Analysis
- After Sales Services

**COMPANY:** ALL SEASONS , HYDERABAD

**DESIGNATION :**MARKETING MANAGER

**TENURE:** 2011-2012

**Key Role:**

- Inventory Management
- Managing a team of 4 executives
- Team Training & Management
- Hospitality Training
- Closing Deals with Corporates
- Designing
- Creation & Art work of the Venue on the day of Event.
- Client Feedback
- Generating leads & signing up bulk orders
- Creation & Art work

**COMPANY:** KMK EVENT MANAGEMENT COMPANY

**DESIGNATION :** CLIENT SERVICE EXECUTIVE

**TENURE:** 2010-2011

**Key Role:**

- Event proposals & presentations
- Client Servicing
- Deal closure
- Creation & Art work
- Event Execution
- Venue Instructor
- Event co-ordinator
- Post-Event Feedbacks

**COMPANY:** COGNIZANT TECHNOLOGY SOLUTIONS

**DESIGNATION :** CUSTOMER SERVICE EXECUTIVE

**TENURE:** 2009 - 2010

**Key Role:**

- An IJP Award winner and was offered to migrate as a Trainer in Phillipines.
- Outbound Customer Service calls for U.S. Process (AT&T)
- Rescheduling appointments
- Resolving customer queries



## EDUCATION

Graduation from **Villa Marie Degree College for Women** , Somajiguda, Hyderabad, India (Osmania University, A.P.) in March 2006-2009

Intermediate From **R.G.R. Siddhanti College for Women** , Secunderabad , India(Osmania University), in March 2004 - 2006

High School From St. Ann's High School , Marredpally, A.P , India in March 2004.



## ACHIEVEMENTS & EXTRA CURRICULAR ACTIVITIES

- Participated in quizzes and debates in school and college.
- Participated in painting, essay writing & other competitions and cultural activities in the college.
- Received an Award for "Dance Competition" in Inter College Fest.
- Received awards & certificates for achieving targets & sales performance



## UNDER GRADUATION PROJECTS

- Indian Heritage and Culture
- Environmental Studies
- Science and Civilisation
- Fundamentals of Computers
- HTML
- Web Programming
- Accounting Systems. (Tally 7.2)
- Database Management Systems



## HOBBIES / INTERESTS

- Travelling
- Exploring Historical Places
- Music
- Reading in spare time
- Movies
- Painting
- Making & editing videos



## PERSONAL INFORMATION

Name	Devika Golani
Father's Name	Jai Kishan Golani
Mother's Name	Late Anuradha Golani
Date of Birth	26/09/1988
Place of Birth	Hyderabad, Telangana
Permanent Address	Plot no. 72, Bhavana Enclave, New Bowenpally, Secunderbad
Temporary Address	Hewo-2, Tower - 6, Flat no. 745, Sector 56, Gurugram, Haryana
Religion	Hindu
Nationality	Indian



## OFFICIAL DECLARATION

I do hereby confirm that the information given in this resume is true and correct to the best of my knowledge.

Sign: