



Amrita Adhikari

Marketing Professional

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7060729405 📞

Delhi, India 📍

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A smart, committed and self motivated individual with the ability for customer acquisition and relationship building. Proven track record of an over achiever while maintaining high levels of customer satisfaction.

WORK EXPERIENCE

Account Manager Dineout, Times Internet

08/2019 – Present

Delhi

Achievements/Tasks

- Forming strategic partnerships with clients by ensuring a deep understanding of their business and the industry they operate in and make quality recommendations .
- Cross Selling and Up-selling marketing solutions to increase their visibility.
- Ensuring quality and timeliness of work delivered to clients, including feedback at the client's end.
- Monitoring the client's budget, explaining costs, and negotiating new terms if necessary.
- Create and suggest different marketing strategies to the client. Tracking the amount of business generation for clients by Dineout and suggest expansion strategies.
- Retention of account by proactively identifying pain points and solving them swiftly while ensuring a high degree of responsiveness and ownership.
- Analyse and use data to create performance reports that effectively communicate value for partners.

Retail Sales Manager Dineout, Times Internet

03/2019 – 07/2019

Achievements/Tasks

- Understanding restaurant requirements and presenting appropriate solutions to make a sale.
- Acting as a contact between a company and its existing and potential markets.
- Negotiating the terms of an agreement and closing sales.
- Advising on forthcoming product developments and discussing special promotions & Gaining a clear understanding of customers businesses and requirements.

EDUCATION

PGDM (Core - Marketing)

Institute of Management Technology (IMT),
Hyderabad

06/2017 – 03/2019

6.88 CGPA

B.Tech (Computer Science)

Uttaranchal Institute of Technology (UIT),
Dehradun

07/2013 – 05/2017

75%

SKILLS

Business development

Account Management

Team work/Collaboration

Interpersonal, Analytical and Negotiation

Microsoft Office

PERSONAL PROJECTS

Healthcare in India- An Overview

- Analysis of overall healthcare system of India

Brand Plan for Tear Substitute products

- Formulation of marketing , promotional strategies & brand plan for new brands

Health prediction system

- Designed a website for analysis of patient symptoms and providing further diagnostic measures

Doon portal

- Designed an online portal describing Dehradun's culture and tourism

ACHIEVEMENTS

Social media manager-Alumni Relations Committee
of IMT, Hyderabad

Awarded as a winner in Inter-school level swimming
competition

Nominated for best Summer Internship Program
Award 2018 at IMT, Hyderabad

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

INTERESTS

Video Gaming

Swimming

Travelling

Event Planning

Reading