# Payal Sinha

Sales and Marketing

Bengaluru

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payalthestarword.wordpress.com

<u>Objectives</u>-To serve an organization of repute with my skills, knowledge, hard work and honesty and prove to be an asset for it in the long run.

<u>Skills</u>- Communications, Interpersonal skills, time management, writing skills, planning and organization, leadership, problem solving, team management and player, fast learner, production forecasting, skill mapping, business development and marketing.

# **Work Experience**

### Production Manager- Trident Group: Budhni. (February 2019- September 2019)

- Planning and organizing production schedules
- Assessing projects and resource requirements
- Ensuring the health and safety regulations are met
- Leading and handling grievances of 150+ workers in a shift
- Determining quality control standards
- Overseeing the production processes
- Achieving the production target and forecasting production for next shift.
- Ensure balance of manpower in all 3 shifts.
- Ensure the availability of material as per requirement.
- To maintain 6s on the shop floor.
- Regularly attending workshops on business operations and textile.

## Business Development Executive- SAP America Inc. (June 2017- November 2018)

- Understand the business scenario of enterprise accounts & identify operational/business issues in various lines of business
- Present in detail SAP solution offerings and value proposition to the customers
- Identify Prospects Budget, Authority, Need, and Timeframe to purchase Enterprise Software (BANT)
- Support sales to generate and grow revenues and profits

- Record all prospect interactions in the CRM tool (SAP Hybris)
- Plan and execute campaigns/ events with the help of Sales Team to create more awareness about SAP's offerings in the region
- Identify new business opportunities for SAP's Enterprise application software SAP Solutions
- Work with technical & industry experts to analyze & understand the customer requirements and map suitable applications
- Responsible in coordinating with business unit leaders, particularly marketing liaisons
- Use strong prospecting and account management to achieve monthly, quarterly and yearly pipeline and forecast goals as well as other defined objectives by management
- Identify key pain areas or future IT projects of customers/prospects, prepare Market intelligence report on it and work in line with field sales team to facilitate the engagement ahead

## Business Development Lead- IBCI [Startup](Part- time) – (February 2017- May 2017)

- Responsible for the day to day operations of the event being organized.
- Reaching out to potential clients for sponsorship.
- Explaining marketing strategies to the client to boost up their business.
- Event organized for industries like: Healthcare, Aviation, Automobile, Education etc.

# Business Development Manager- Linguavista [Startup] (June 2016- November 2016)

- Writing proposals and specifications.
- Contract review with potential new clients
- Competitive analysis
- Build long-term relationships with new and existing clients
- Arrange business meetings with prospective clients
- Researching organizations and individuals online (especially on social media: LinkedIn) to identify new leads and potential new markets
- Researching the needs of other companies and learning who makes decisions about purchasing
- Developing quotes and proposals.
- Attended several workshops like Food industry, education industry.

#### Recruiter (Part time)Lightwave, Ranchi March 2015 – August 2015

• Sourcing resumes from Naukri.com, Resume screening, conducting telephonic interview rounds, following up with the candidates.

## **Internship Projects**

• **Project Title:** Recruitment Cycle

Organization: Lightwave Consultancy, Ranchi

**Designation:** Intern

**Duration:** May 2015 to June 2015

• **Project Title:** Assessment of Human Resource Planning

Organization: ORICA IEL, Gomia

**Designation:** Intern

**Duration:** May 2013 to June 2013

# **Education Details**

# MBA + BBA [7.5 GPA] (Human Resource + Marketing Management)

Birla Institute of Technology. Ranchi

2011 - 2016

# Class XIIth- 2011 (80.4%) [ Commerce]

DAV Public School, Hazaribag

Class Xth- 2009 (80.16%)

DAV Public School, Hazaribag

# **Interests** -

Entrepreneurship, reading, Internet Surfing, writing, playing video games, driving, gadgets.