**Saumya Awasthi**  
Address: C-808 AIIMS golf Avenue 1,Sector-75, Noida-201307  
Mobile: +91-9654309629 / Email: saumyaawasthi701@gmail.com

**OBJECTIVE:**

Seeking a position that offers challenges and growth opportunities, where my skills and abilities could be utilized at their best for the progress of the company.

**EDUCTAIONAL QUALIFICATION:**

* **B.Tech.** in **Mechanical Engineering** from Vishveshwarya Institute Of Engineering, (UPTU University) in 2012 with 70% aggregate marks
* **Higher Secondary (10+2)** from City Montessori School, Lucknow with 80% aggregate Marks (ICSE Board)
* **High School (10th)** from City Montessori School, Lucknow with 78% aggregate Marks (ICSE Board)

**PROFESSIONAL EXPERIENCE:**

* **Organization(1): Swash Papertech Pvt. Ltd**
* **Designation: Vice President – Business Development**
* **Period: Joined on 16th July , 2019**
* **Location: Delhi**
* **Jobs Description:**
* Handling Team of entire CRM and Business Development For entire Company
* Deriving Process for ease and better Management of the company
* Deriving sales target for the sales team and constantly help them and support in closing deals
* Mentoring and motivating team members constantly for sustainable growth of the company as well as the team members working under me
* Helping team in getting well versed with the technicalities of the product and Industry for better sales approach
* Helping team members to maintain a healthy pipeline for meeting the targets
* Innovating new process on both sales and CRM end to ensure healthy relationship between clients and our company
* Assigning duties to the team as per the capability of the Individual and constantly help them improvise on their weak points through various training sessions
* Ensure Timely operations within the team and also operations related to Clients
* Stay updated and also keep the team members updated with new market developments
* Deriving Sales Strategy with the help of team members to enhance our sales efficiently
* **Organization (2):** **Impelsys India Pvt. Ltd., Bangalore**

**Designation: Manager – Business Development (India) (Delhi- Home Office)**

**Period: From 3rd July 2017 30th April 2019**

**Location: Delhi**

**Jobs Description:**

* Promoted to Manager - Business Development (India) from Assistant Manager – Business Development in April 2018. Promotion due in Feb/March 2019 for Manager - Business Development (South & South East Asia)
* Managing Existing customer accounts pan India. Responsible for upselling of technology support to existing clients
* Helping internal teams with customer insights in new product development & also help them customize our services and deciding on features that needs to be prioritize according to customers’ demands
* Extraction of reports and maintaining records on Salesforce
* Generating new business leads, maintaining relationships with existing and building new relations with Clients
* Helping internal teams to build roadmaps for developing new products or upgrading existing ones.
* Constantly observe competition, develop sales and marketing strategies for target markets, and anticipate market trends & opportunities and help in product development
* Constant research for various education, EdTech and book fairs and events in India and abroad to participate and build a strong company presence
* Conducting demonstrations & presentations (of various technology services and support) at new and existing client sites and also at various tech fairs related to Education Technology or digital publishing
* Handling company’s participation in various EdTech fairs to increase brand awareness and generating new leads for business
* Creating marketing collaterals like brochures, Pamphlets, giveaways’ for various use
* I was instrumental in bringing Viacom on board in India through creative mailers, presentations depicting company’s portfolio
* Also helped company to revive relationships with some of the most reputed publishers like McGraw-Hill and Thieme India by providing them quality support and revamping their business

**Previous Employments**

* **Organization (3): CBS Publishers & Distributors Pvt. Ltd., New Delhi**

**Designation: Assistant Manager- Marketing, Business Development & Customer Care**

**Period: From 1st April 2016 to 23rd June 2017**

**Location: 204, Patparganj Industrial Area (East Delhi), New Delhi**

**Job Description**:

**Responsibilities pertaining to CBS eBooks and other digital products developed by CBS:**

Responsible for global marketing and promotions (including social media marketing) of CBS’s own digital products portfolio through their wholly owned subsidiary into EdTech domain called **Eduport Global**

Designing of brochures, leaflets and other marketing collaterals for CBS’s various digital products and for company’s various international publisher partner’s products as well

Constantly observe competition, develop marketing strategies for target markets, and anticipate market trends & opportunities

Generating leads for new business by using a mix of conventional and modern marketing techniques including social media marketing

Handling Business Development and sales (for CBS’s own digital products) for selected North and West India region

Provide product demonstrations, product presentations and training sessions to end users and librarians in targeted institutions allover India

Product Development (initiated and managed in-house conversion of physical books to ebooks as third party conversions resulted in high cost and reduced profit margin)

Working closely with customers and channel partners in launching global, regional and/or territory-specific events and promotions

Responsible for drafting business agreement (for International publishers), writing proposals and specifications, writing RFPs (for CBS’s content distribution) and responding to RFPs

Partnering with world’s top eBooks retailers and aggregators for CBSs eBooks sales (retail and institutional both) globally including Gardeners, Ingram, EBSCO, ProQuest etc.

**Responsibilities pertaining to CBS’s 32+ excusive publisher partners for Indian & South Asian market**:

Developing promotional / marketing content for International Publishers as per the Indian Market needs so as to increase their reach and brand awareness in designated market/s

Independently managed new business development and after sales support activities for South Asian market for some exclusive publisher’s digital product portfolio including Human Kinetics, Edinburgh University Press, Bristol University Press to name a few

Getting trained by respective publisher partner’s product managers to understand their digital product’s nitty-gritties and functionalities, and in turn, train CBS’s entire sales team

Working on different compliances as per publisher partners guidelines / guidelines of Indian Government

Preparing and managing India-wide customer database

* **Organization (4)**:  **Moizzo Entertainment & Private Limited**

**Designation: Business Development Manager**

**Period: From October 2015 to March 2016**

**Location: Malviya Nagar, Delhi**

**Job Description**:

* Creation of a Facebook page, twitter, pininterest and other various social marketing platforms and updating all the upcoming offers
* Generation of leads and collection of a new database
* Sending E-mailers and making tele-calls
* Designing of creatives, collaterals, tent cards, menu cards, fliers and flexes
* Evolving and Implementing new strategies to attract new clients and increasing chances of repeat business
* Attending sales calls with the business managers
* Key person in establishing partnerships with some Delhi’s Great cafes and Clubs like Kitty Su, BW, Reverbs
* Organizing fun activities at various cafes and Clubs to increase our brand awareness and building relationships
* Negotiate contracts with targeted business partners and leading the creation of effective sales channels, innovative sales and marketing initiatives to achieving profitability, targets and enhanced relationships with customers and partners as well as seeking new business opportunities and forging strategic alliances. Involved in cross-functional initiatives as well
* **Organization (5): Indigo Airlines**

**Designation: Cabin Attendant**

**Period: From November 2014 to October 2015**

**Location: Mumbai/Delhi**

**Job Description**:

* Flight Management
* Coordination between ground crew and Pilot / flying crew members
* Customer Service etc.
* **Organization (6)**: **Tata Consultancy Services**

**Designation:**  **Assistant System Engineer**

**Period:**  From March 2013 to October 2014

**Location:**  Kensington Building, Powai, Mumbai

**Job Description:**

* Manual Tester for Bank Of America’s Applications
* Youngest Promoted team Lead (Handled a team of 3 team members)
* Handled various sub-accounts of Bank Of America.
* **Organization (7): NIIT, Ghaziabad** (Since my joining in TCS was late as it was a campus placement, so I

joined NIIT for time being)

**Designation: Counsellor (Business Development - B2C), Personality Development Instructor**

**Period: From July 2012 to February 2013**

**Location: Near Turab Nagar Market, Ghaziabad.**

**Job Description:**

* Marketing of the courses that we offer
* Converting prospects students to take up the courses
* Take personality development classes for the students who use to enroll for company selection courses

**SUMMER TRAINING DETAILS:**

* **COMPANY: Hindustan Aeronautics Limited (HAL)**

**DURATION:**  May 1st, 2008 to July 10th, 2008

**Entrepreneurial Experience:**

* **Labels In Vogue ( Self Startup) – ( October 2015- March 2016)**

**Concept:**

1. Started working on the Idea of targeting struggling designers and NIFT students who need a platform for showcasing there talent
2. Collaborated with two popular clubs for organizing a fashion night , contacted and presented the Idea in front of established designers like Rohit Bal , Dhruv Kapoor
3. Convinced two people from event background to help me with my Idea
4. Successfully did two nights and showcased designs in the lobbies of the clubs
5. Also was full time employed in an Entertainment Company named as “Moizzo Entertainment”

* **COMPUTER INTELLECT:**

C++, DBMS, SQL, MS Office (Ms-Word, Ms-Excel, Ms-PowerPoint) etc., Pursuing Digital marketing Course

**COMPETENCIES:**

* Self-Initiative and takes responsibilities
* Creative and Innovative
* Good communication skills
* Confident and self-motivated
* Organized and well-structured at work
* Committed to deadlines and schedules
* Problem analysis, use of judgment and ability to solve problems efficiently
* Proven ability to gather, collate and use data effectively

**PERSONAL STRENGTH:**

* Flexible towards changing working environment
* Good understanding in any team work activities
* Eye for detail
* Quickly learns from earlier mistakes
* Optimistic in approach
* Good team leader
* Positive attitude & a dedicated team member

**PERSONAL DATA:**

* **Father’s Name:** Mr. Sharad Kumar Awasthi
* Date of Birth : **27 October 1991**
* Linguistic Proficiency : English / Hindi
* Passport : **Available**

**Declaration:**

I hereby declare that above information is correct to the best of my knowledge and belief.

**SAUMYA AWASTHI**