**MANISHA KUMARI**

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Bhiwadi, Rajasthan - 301707

# EXPERIENCED SALES PROFESSIONAL

# Passionate & result-driven sales professional with 2 years of Sales & Marketing experience as a top sales performer in the real estate industry with a rich experience in achieving 2x sales target, maximizing profits, exceeding quotas & managing large customers’ accounts. Skilled in negotiation customer relation, exceptional time management, leadership & communication skills. A dedicated professional with the drive & skill-set to excel in a fast-paced leadership role enhancing a company ability to capture profitable markets. Technical proficiency in Ms Excel, Word, PowerPoint and Salesforce.

# CORE COMPETENCIES

# Business Development ● Teamwork Skills ● Analytical Skills

# Relationship Management ● Leadership Skills ● Problem Solving

# Market Research ● Negotiation Skills ● Management Skills

# Client Relation Development ● Networking ● Marketing Skills

# High-level Sales Proficiency ● Interpersonal Skills ● Search Engine Optimization (SEO)

# Customer Service Skills ● Integrity Based Selling ● Digital Marketing

# Communication Skills ● Salesforce ● Search Engine Marketing (SEM)

# Business Communication ● Microsoft Office

# PROFESSIONAL EXPERIENCE

**Sales Intern**

# NESTLE INDIA, Gurgaon, Haryana 08/2020 – 09/2020

* Conducted research & competitor analysis of chilled dairy’s existing and new sales & distribution procedures.
* Attained distribution of the product in compliances with the company’s regulations and SOPs laid by the govt.
* Maintain adequate supplies to reduce risk, meeting the customer’s requirement which significantly increases due to a change in customer’s behavior, specifically during pandemic.

# Notable Accomplishment:

Contributed towards winning on-shelf availability of chilled dairy products by expanding faster GTM approach.

# Sales Executive

# ASHIANA HOUSING LIMITED, Gurgaon, Haryana 06/2018 – 09/2019

# Conducted market research and competition analysis to identify selling possibilities and evaluate customer needs, resulting in better understanding of real estate market.

# Developing best sales practice to optimize flexibility and mitigate all type of risk, resulting in 100% happy customers & business upgradation.

# Ensured best sales practices with clients, resulting in growth of customer satisfaction by 25%.

# Timely collaboration with team members resulting a rise in team performance by 20% through cross knowledge.

# Increased customer satisfaction by 50% by timely documentation, to resolve all inquiries & discrepancies of clients.

# Analyzed & reviewed feedback from customer’s or prospected resulting in 100% Happy Ashiana families.

# Ensured that new clients will grow into loyal customer base in a specialist niche market by implementing loyalty program.

# Notable Accomplishments:

# Secured twice a position in “TOP 10” Sales Executives, PAN India.

# Awarded as “Best Sales Executive” for achieving 150% sales target.

# Achieved Annual Sales Target by 2x

**Business Development Intern**

**GODREJ PROPERTIES LIMITED, Gurgaon, Haryana 10/2017 – 04/2018**

* Contributed to the business development by actively seeking out new sales opportunities through calls, networking strategy and social media.
* Provided superior customer support to the client associated, assisting in their decision making by addressing their wishes and concerns.

# EDUCATION

# MBA in Marketing & International Business, GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

#  8.75 CGPA (up to II Semester) │(2019-2021)

**B.com, UNIVERSITY OF DELHI**

 7.2 CGPA │ (2018)

**XII or Higher Secondary Certificate, MODERN PUBLIC SCHOOL, BHIWADI, RAJASTHAN**

 CBSE │ 94.6% │ (2015)

**X or Senior Secondary Certificate, MODERN PUBLIC SCHOOL, BHIWADI, RAJASTHAN**

 CBSE │9.8 CGPA │ (2013)

# INDUSTRIAL EXPOSURE

* **Intern in Product Development Team**

**TRACKAMPUS (January, 2017 – March, 2017)**

A marketing app designed to showcase various upcoming events and activities in different campus all around.

Role - need to figure out upcoming activities and events in different campus and updating of the same.

* **Intern in Product Development Team**

**ACADEMISTIC (August, 2016 – October, 2016)**

 Write educational blogs and articles

* **Volunteer**

**UMMEED – A DROP OF HOPE**

Volunteered twice a week “Fund Raising Campaign” for cancer patients (AIIMS), donation camp for the needy ones.

# PROJECTS

* **Nestle India - Chilled Dairy (2020)**

Contributed towards ensuring on-shelf availability of chilled products by increasing faster GTM approach.

* **Business strategies of Hindustan Unilever limited (2020)**

 In the project, the study majorly revolves around the formation and the business strategies adopted by HUL.

* **Customer impulsive buying behavior of sports merchandise (2019)**

 Project focuses on the impact of customer’s impulsive buying behavior in the buying process of Sports merchandise.

# HOBBIES & INTERESTS

* Music - singing, listening to music ● Dance
* Playing Guitar ● Art & Design - artistic activities such as painting, drawing, sketching

# POSITIONS OF RESPONSIBLITIES

# A.R.S.D. College, University of Delhi

# Member, Placement Committee (2017-18)

# Member of Sarang (Music Society) (2016-17)

# Modern Public School, Bhiwadi, Rajasthan

# Appointed as Prefect (2014-15)

# HONORS & RECOGNITION

**Certified Digital Marketing, Google** (2021)

# Music

# Winner, Inter-school singing competition, Modern Public School, Bhiwadi (Raj.) (2012-13)

# Runner up, Inter-school singing competition, Modern Public School, Bhiwadi (Raj.) (2011-12)

# Art & Design

# Winner, making things from waste materials, Modern Public School, Bhiwadi (Raj.) (2012-13)

# Runner Up, Inter-school Drawing Competition (2010-11)