

NEHA PATHAK
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CAREER OBJECTIVE AND SUMMARY

- To be part of a dynamic and growing Organization wherein I can make meaningful contributions and which encourages continual learning to enhance my skills
- Results-driven, detail-oriented and adaptable **Marketing Executive**

PROFESSIONAL EXPERIENCE

Lead Generation Executive, QLB Marketing Insights

July 2021 - Present

Key Roles and Responsibilities

- Responsible for generating leads and arranging meetings of prospective clients for a leading IT organization based out of UK
- Assist client sales teams to conduct research on target accounts and develop account penetration plans through multi-channel outreach
- Responsible for identifying sales opportunities and passing on the intelligence gathered to the sales teams
- Develop new business via telephone and/or mass communication such as email and social media
- Identify key decision makers inside a company and the pain points of a prospect by doing a background research on their website. Also identifying the technology and position our offerings
- Follow up on leads and conduct research to identify potential prospects
- Build and cultivate prospect relationships by initiating communications and conducting follow-up communications in order to move opportunities through the sales funnel
- Drive the relationships to take the complete ownership of the allocated accounts and be responsible for the acquisition and churn from the accounts

Team Lead, Tokyo Info Solutions

Nov 2020-July 2021

Key Roles and Responsibilities

- Lead generation of HNI clients
- Secondary research
- Identifying new prospects for business with timely follow-up
- Customer relationship management
- Provide advice to customers about customized product according to their investment size
- Managed the team of 4 people with key responsibilities including- Mentoring new joiners, allocating tasks to team members and keeping track of the progress

Inside Sales Executive, Nature Plus Products LLP

Feb 2020-Nov 2020

Key Roles and Responsibilities

- Identify, develop and evaluate marketing strategy, based on knowledge of establishment objectives, market Characteristics
- Coordinate and participate in promotional activities and trade shows, working with developers, advertiser and production managers, to market products and services
- To study current market trends & market share of various brands & reason of their success
- Coordinate and manages product launch, exhibitions etc.
- Regularly review the target numbers and accordingly take necessary action
- Initiate market research studies and analyze their findings
- Preparation of MIS and evaluation of performances and taking corrective actions.
- Collecting the monthly reports and discussing the same with Director
- Coordinate with production team before and committing the delivery schedule with client
- Payment recovery from the client

Marketing Executive, Vadial Dairy International Limited

May 2016-sep 2017

Key Roles and Responsibilities

- Conducting Competitor Analysis by Keeping Abreast Of Market Trends and Competitor Moves.
- Handled social media marketing platform i.e Facebook ,instagram
- strategized and managed Rebranding and Packaging project
- Sales Support
- Budget Management: Involved in planning the budget allocated to specific activities to achieve business objectives
- Preparation Of Marketing Strategies To Increase Sales
- Coordination With Advertising Agencies about the requirements
- Coordination with designing agencies to design innovative promotional material To Ensure Brand Visibility In Market
- Coordination with branding agencies to ensure proper installation and visibility in market
- Event Management At Various colleges and fest
- Execution of various schemes and Promotions activities for franchise to increase sales
- Managed the production of marketing materials including leaflets, posters, sunpack, danglers
- Arranged the effective distribution of marketing materials

Summer Internships

1) Reitzel India Pvt Ltd.

May2015 – June 2015

- Created 3 new accounts for the company at Bandra Area
- A study of customer's response to newly launched products.
- Got an opportunity to increase sales by generating purchase order at Nature Basket outlets.

2) 3Y Ventures LLP, Mumbai

January2015 – March 2015

- Assessment of technologies: RFID, NFC& BLE.
- Application of this technology to develop the business.

Skills & Certification

Office Tools Microsoft office-Excel,Word,Powerpoint
Language C
Certification Social Media Marketing, SEO

Academic Background

Degree	Institute	Board/University	%/Grade	Year
P.G.D.M	Chetana's Institute Of Management & Research	A.I.C.T.E	A	2016
B.TECH	Shri Guru Govind Sighji Institute Of Engineering &Technology, Nanded	Autonomous	69.3	2013
Diploma	Government Polytechnic, Aurangabad	Autonomous	88.76	2010
S.S.C	Mukul Mandir, Aurangabad	Maharashtra Board	87.07	2007

Extra Curriculum Activities

- Team leader in the workshop held on Robotics at SGGSI&T, Nanded
- Captain of class during Challengers-Intra Management Sports Event. (2015)
- Member of Research & Development – Knowledge centre in SGGSI&T, Nanded.(2012)
- IMPLANT Training: At VIDEOCON Industries Ltd, Aurangabad, in testing & measurement department.(2012)
- Member of Discipline Committee of ELIXIR(2014 – 2015)
- Member of Alumini Committee(2014 – 2015)
- Student Volunteer at Mithi River Race – ECOFOLKS Event for clean river social cause. (2014)

Others

- Languages: English, Hindi, Marathi
- Interests: Reading, Travelling, Exploring new places

I certify that the information furnished above is factually correct.

Date:

Signature