

Resume

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EKTA DESAI

Sales Professional with total 8+ years of experience in Business Development, Marketing & Staffing Solutions in I.T (Information Technology) & Oil & Gas Industry.

OBJECTIVE: Looking forward to work with a professional organization to widen the horizon of learning and implement the acquired knowledge for better results.

EDUCATIONAL QUALIFICATIONS:

B.Tech, Information Technology (2008), Nagpur University

Diploma in Electronics & Communications (2005), Bombay Technical Board

CERTIFICATIONS:

CCSP (Citrix Certified Sales Professional)

WORK EXPERIENCE:

Current Organization: White hat Jr., Mumbai

Designation: Sr. Sales Counseling Manager

Duration: Aug 2020

Job Profile:

- ⇒ Responsible for effective Sales in assigned accounts in the US, Canada & UK region.
- ⇒ Initiating phone conversation with parents who completed the Trial class for their kids.
- ⇒ Participating in Product Training, Events &Campaigns.
- ⇒ Following up with prospects & closing the sale on call.
- ⇒ Achieving the weekly target in a high-pressure performance driven company.

Last Organization: Mark Consultancy, Mumbai

Designation: Supervisor – Inside Sales (I.T), Staffing Solutions

Duration: Mar 2018 – June 2020

Job Profile:

- ⇒ Handling an inside sale team of 6 members. Giving instructions or orders to subordinate employees.
- ⇒ Ensure great customer service at all levels.
- ⇒ Delegate work to employees, track progress and provide constructive feedback throughout the projects.
- ⇒ Serve as a link between subordinates and upper management.
- ⇒ Conduct performance reviews, motivate team members and create strategies to boost & productivity
- ⇒ Develops recruitment strategies for a defined business area.
- ⇒ Hiring suitable candidate as per the requirement from upper management.
- ⇒ Providing trainings & certain certifications to the employees.
- ⇒ Manages full cycle recruitment for a variety of positions across all lines of business.
- ⇒ Partners with all levels of leadership to identify talent gaps and define hiring requirements.
- ⇒ Networks, builds talent pipeline, and works to connect with passive candidates through social media and other recruiting channels.
- ⇒ Conducts telephone and in person interviews to ensure skill and culture fit alignment.
- ⇒ Effectively communicates written and/or verbal overview of candidates' knowledge, skills, abilities, experience, education and other pertinent information to help determine next steps in the recruitment process.
- ⇒ Coordinates interview schedules and communicates confirmation of schedules with candidates, explains benefits and other pertinent company information with candidates.
- ⇒ Creates, generates and presents recruiting reports as requested.
- ⇒ Other duties as assigned.

Last Organization: Solution Middle East, Mumbai.

Designation: Supervisor – Inside Sales (I.T)

Duration: Aug 2015 – Oct 2016

Job Profile:

- ⇒ Responsible for Solution Sales in assigned accounts Middle East & GCC Region
- ⇒ Handling a team of 4 team members.
- ⇒ Training the team frequently for generating effective Sales Pipeline.
- ⇒ Assigning the targets to the team as per management.
- ⇒ Engage with 'C' level, key decision makers in targeted accounts.
- ⇒ Identify current and future needs of customer and potential customers.
- ⇒ Input into CRM database and develop counter strategies.
- ⇒ Plans activities to increase sales results.
- ⇒ Participating in Product Trainings, Events & Campaigns.
- ⇒ Uses an effective strategy to generate leads through (Product, Territory Campaigns)
- ⇒ Interacting with the Customers in all territories in ME & GCC.
- ⇒ Builds quick rapport in existing and new account.

Last Organization: Ricoh India. Ltd., Mumbai

Designation: Territory Manager (I.T)

Duration: Dec 2012 – Aug 2015

Job Profile:

- ⇒ Responsible for Sales in assigned accounts
- ⇒ Implement Ricoh customer engagement strategies in target accounts
- ⇒ Engage with 'C' level in target accounts
- ⇒ Prepare and submit Account Management activity, forecast & process reports, as per defined schedule.
- ⇒ Share vision of Customer A/C (growth plans), to enable the company to improve their offerings, in line with Customer's future requirement.
- ⇒ Identify current and future needs of customer and potential customers.
- ⇒ Map competition activity in assigned accounts, input into CRM database and develop counter strategies
- ⇒ Deploy and implement Global Contracts and ensure uniform compliance.
- ⇒ Plans activities to increase sales results.
- ⇒ Uses an effective strategy to generate leads.
- ⇒ Builds quick rapport in existing and new accounts and conveys enthusiasm and confidence.
- ⇒ Closes deals (on time) by selling on value rather than price.

Last Organization: Accutech Infosystem Pvt.Ltd., Mumbai**Designation: Key Account Manager (I.T)****Duration:** April 2012 – Dec 2012**Job Profile:**

- ⇒ Handling the existing and major clients ensuring recurring business by constantly being in touch.
- ⇒ Developing and Mentoring Team Members.
- ⇒ Initiating & developing relationships with key decision makers for business development.
- ⇒ Identifying prospective clients from various sectors thereby achieving business targets.
- ⇒ Generating leads for new business by running promotional mailers.
- ⇒ Remote interactions and presentations / demos.
- ⇒ Current Account Management through continued feedback and interactions with existing clients.

Organization: Value c Consulting, Mumbai**Designation: Business Development Associate (I.T Division)****Duration:** July 2011 –March 2012**Job Profile:**

- ⇒ Research on various ERP's (SAP, Oracle, Microsoft Navision etc.).
- ⇒ Research on relevant customer or SAP Add-on's & generates customer interest.
- ⇒ Researching for companies' database through portals.
- ⇒ Develop SAP & SAP partnerships to sell SAP Add-on's.
- ⇒ Calling from the database & identifying the right point of contact.
- ⇒ Identifying the need from clients & generate a lead.
- ⇒ Accordingly inform the sales team regarding the requirement & fix up an appointment with the client.
- ⇒ Follow up through calls or mails to keep the lead active.
- ⇒ Follow up with the sales team regarding the generated leads update / status.
- ⇒ Consolidating the excel sheet for week & updated the leads & send it to the senior management.
- ⇒ Assisting the Sales VP & Sales Director till deal is closed.

PERSONAL PROFILE:**Date of Birth** : 07-12-1985**Nationality** : Indian**Marital status** : Married**Linguistic skills** : English, Hindi, Marathi, Gujarati.**References** : Can be furnished on request.

The above statements are true to the best of my knowledge and belief.

Place: Mumbai

SIGNATURE**Date:**