|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Asha ShankerMobile & Email 7977076589, ashatiwari@gmail.com   |  | | --- | | Residence Nerul (E), Navi Mumbai | | Objective Marketing and Communications professional with experience in customer research to identify and tap the potential customers. Coordinating and implementing marketing programs | | Soft Skills Flexibility  Empathy  Communication  Teamwork  Problem Solving | | |  | | --- | | Experience  **A research and study of online grocery buying behavior Pre Covid-19 and Post Covid-19 Scenario 2022**  Teacher in CBSE School | 2019   * ICSE Board English Faculty Teacher and Class Teacher of class 7 * Managing day to day school activities * Counselling parents and students   Marketing Executive | Patni Computers | March 2008 – April 2009  *Role and Key Contributions:*   * Development of presentations for different Marketing and Sales Materials for various verticals * Development of sales brochure and collaterals and case studies for various events and campaigns * Strategizing and pitching according to various needs of the clients * Web Marketing for generation of web leads, monitoring events to reach target customers   *Key Contributions*   * Contributed to the profit from web leads and various campaign * Contributed towards building effective material for various sales campaign * Effective customer segmentation for target markets * Made significant contribution to streamline CRM software along with technical resources   Senior Executive, Genesis Futuristic Technologies, August’07-Feb’08  *Key Contributions:*   * Business Development: Pre sales research, developing new leads and tracking mature sales leads * Managing BD Team and providing consistent support to the team * Providing Business Analysis to the technical team * Analysing competitors’ ERP solutions  Executive, Market Research and Business Development RMSI Pvt. Ltd. June’06 to August’07   Role And Key Contributions:   * Analysis of researched data for RMSI’s various verticals and geographies. Market Research and analysis included third party data * Actively involved in providing and handling prospective lead generations, analyzing their services and business lines, and preparing customized Dossiers of these organizations located in different geographies. * Responsible for reporting Market and Competitor activities and support to Bidding Team in locating new projects and tenders. * Maintaining Monthly Sales Pipeline and Preparing Analytical Sales Reports for RMSI’s Top Management Team. |   **ACADEMIC BACKGROUND**   * M.A. Public Relations Mumbai University (Kalina Campus) 2020-2022 * MBA Institute for Integrated Learning in Management (IILM), New Delhi, 2006 * B.A. Graduation: Subjects: English, Education and Political Science Loreto College, Calcutta University, 2001 * Senior Secondary: Bishop Girls’ Higher Secondary School, 1998 * Higher Secondary: Ashok Hall Higher Secondary Girls’ School, 1996   **HOBBIES**  Leisure travelling. Exploring cultures and learning new skills  **Linguistic Proficiency**:  English, Hindi and Bengali |
|  |  |