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| Asha ShankerMobile & Email7977076589, ashatiwari@gmail.com

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| ResidenceNerul (E), Navi Mumbai |
| ObjectiveMarketing and Communications professional with experience in customer research to identify and tap the potential customers. Coordinating and implementing marketing programs  |
| Soft SkillsFlexibilityEmpathyCommunicationTeamworkProblem Solving |

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| 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
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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.
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**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 |
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