

RASHMI PRIYA

SENIOR SALES EXECUTIVE @ GARMIN (AMIT GPS & NAVIGATION LLP)

Email: priyarashmi41@gmail.com

LinkedIn: <https://www.linkedin.com/in/rashmi-priya-b35015239>

Phone: +91-6201806837

"Driven sales professional with 1 year of experience in building client relationships, generating revenue, and delivering tailored solutions. Seeking to leverage my expertise in business development, strategic problem-solving, and customer-centric strategies to contribute to a consulting role, helping clients optimize growth and performance with an organization of high repute", preferably in Delhi-NCR.

Industry of Influence: Consulting

- Proven track record of driving revenue growth and exceeding sales targets through effective sales strategies and innovative marketing initiatives in diverse industries.
- Expertise in managing key accounts and building long-term relationships with clients, ensuring high satisfaction and retention rates while identifying upsell and cross-sell opportunities.
- Skilled in optimizing sales processes and operational efficiencies, utilizing data-driven insights to streamline workflows, enhance productivity, and improve overall sales performance.
- Strong ability to conduct in-depth market analysis, identify trends, and develop actionable marketing strategies that align with business goals and capitalize on market opportunities.
- Adept at collaborating with internal teams, to ensure alignment on sales initiatives and enhance the customer experience.
- Solid background in account management, nurturing long-term relationships with high-value clients to ensure satisfaction and loyalty.
- Adept at implementing innovative marketing campaigns and sales initiatives, leveraging digital tools and CRM systems to enhance customer engagement and support growth objectives.

SKILLS

Corporate Sales & Marketing
Key Account Management
Sales Pipeline Development

New Business Development
Client and Stakeholder Engagements
Campaign Management

Operations Management
Market Research & Analysis
Revenue Growth & Expansion

WORK EXPERIENCE

Jan 2024 – Present with GARMIN (AMIT GPS & Navigation LLP) as Senior Sales Executive

Responsibilities: CORPORATE SALES AND MARKETING | OPERATIONS MANAGEMENT:

- Serving as an Amazon Product Listing Specialist
- Working with senior professionals to develop and execute sales plans, resulting in an increase in annual revenue.
- Cultivating and maintaining strong relationships with key clients, enhancing customer satisfaction and retention rates.
- Conducting market analysis to identify new business opportunities and inform product positioning strategies.
- Collaborating with cross-functional teams to design tailored solutions that addressed client needs and drove sales growth.
- Implementing comprehensive product listing and marketing strategies on the Amazon platform.
- Enhancing product listings to maximize visibility and drive sales performance.
- Executing targeted marketing campaigns to elevate product awareness and foster customer engagement.
- Analysing sales data to provide actionable insights, driving decision-making and revenue growth.
- Leading training initiatives for sales teams, fostering skill development and improving overall productivity.

KEY ACCOUNT MANAGEMENT: JUST IN TIME, HELIOS, AND APPARIO

- Performed negotiations with Just in Time, Helios, and Appario to secure advantageous agreements.
- Oversaw sales processes, including the generation of purchase orders and the management of payment transactions.
- Ensured prompt delivery of stock aligned with store-specific demands while cultivating strong customer relationships.
- Managed inventory levels to align with demand forecasts and optimize sales opportunities.
- Collaborated with diverse dealers across North India, overseeing all sales requirements, payment processes, and stock deliveries.

INTERNSHIPS

May 2023 – Jul 2023 with Vehicle Care as Intern

B2B Sales on Partnership and Franchise Model in PAN India

- Connected with workshops nationwide to present partnership and franchise models, converting them into viable partners.
- Strategically built 7 franchises and 12 partnerships in PAN India in 3 months.
- Fostered strong client relationships by proactively addressing concerns and delivering continuous support.
- Coordinated with Finance and Operations Teams to ensure effective alignment and support for partnership and franchise initiatives.

India Today- MDRA Best Universities Ranking 2023

- Engaged with universities across diverse disciplines, including law, medicine, and technology.
- Conducted comprehensive data collection through both primary and secondary research methodologies.
- Gained in-depth insights into corporate workflows and the market research process through close collaboration with researchers.

EDUCATION

PGDM in Marketing and Operations from Jagan Institute of Management Studies Rohini, Delhi (Pursuing)

BA from Indira Gandhi National Open University in 2021

12th in Science from Dhilwan International Public School, CBSE Board in 2016

10th from Dhilwan International Public School, CBSE Board in 2014

POSITION OF RESPONSIBILITY

- Achieved 1st position and was awarded the title of "Miss Fresher 2022" by showcasing dance talent at the College Fresher's event.
- Led a team at Najeef Foundation, focusing on educational welfare for children and support for women in 2022.
- Secured 2nd position and received a certificate of appreciation and prize money at the SYNERGY event.
- Won 1st place in a college-organized Talent Hunt for group dance in 2022.
- Recognized with a Gold Medal for exceptional performance in a college team-building activity in 2022.
- Earned 2nd place in the Intra School Folk Dance Competition during 12th grade in 2016.

PERSONAL DETAILS

Date of Birth: 21st June 1999

Languages Known: English, and Hindi

Address: Flat No. 28, Kamdhenu Apartment, Rohini, Sector – 9, Delhi